

INDIA'S BOOMING ONLINE GAMING INDUSTRY

A POTENTIAL POWERHOUSE



report by:

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01 Executive Summary

1.1 Key Takeaways

The Indian online gaming market represents one of the most compelling growth opportunities in the global entertainment sector, particularly for innovative Thai content creators seeking international expansion. The market is projected to reach USD 8.36 billion by 2030, growing at a robust CAGR of 15.68%, with the sector having already achieved USD 3.8 billion in FY24, marking a 23% year-over-year growth. This remarkable expansion trajectory positions India as an emerging powerhouse in the global gaming ecosystem, driven by unprecedented mobile penetration, demographic dividends, and evolving consumer preferences.

The market dynamics reveal several critical success factors for international content creators. The gaming demographic has evolved significantly, with over 44% of gamers now being women, up from 41% the previous year, primarily engaging with casual mobile games. This shift represents a fundamental change in the traditional gaming landscape, creating substantial opportunities for content that appeals to diverse

audiences. Indian gamers demonstrate high engagement levels, averaging 13 hours per week of gameplay, representing a 30% increase from the previous year, indicating a deeply engaged user base with significant monetization potential.

The regulatory landscape, while complex, is stabilizing with clearer frameworks emerging. The GST Council has implemented a 28% tax rate on online gaming on full face value, creating predictable operational parameters for international developers. Despite these regulatory challenges, the market is expected to exceed USD 9.2 billion by FY29, driven by real-money gaming and in-app purchases, demonstrating resilience and continued investor confidence.

For Thai content creators, the strategic imperative centres on mobile-first development, cultural localization, and understanding the unique monetization preferences of Indian consumers. The market offers multiple entry points through partnerships, direct investment, and content licensing arrangements, each requiring distinct approaches to regulatory compliance and market penetration strategies.

1.2 Purpose & Scope of the Report

This comprehensive analysis serves as a strategic roadmap for Thai gaming content creators, studios, and investors seeking to understand and capitalize on the Indian online gaming market's explosive growth. The report synthesizes primary market research, regulatory analysis, competitive intelligence, and strategic frameworks to provide actionable insights for market entry and expansion strategies.

The scope encompasses all major segments of India's online gaming ecosystem, including casual gaming, real-money gaming, esports, and emerging technologies such as cloud gaming and AR/VR implementations. Geographic coverage includes analysis of India's diverse regional markets, with particular attention to high-growth urban centers and emerging tier-2 and tier-3 cities that represent significant untapped potential.

The temporal framework extends from current market conditions through 2030, incorporating both short-term tactical considerations and long-term strategic positioning requirements. This forward-looking perspective enables Thai creators to align their product development cycles, investment strategies, and market entry timelines with optimal market conditions and regulatory environments.

<i>Entry Strategy</i>	<i>Investment Level</i>	<i>Timeline</i>	<i>Risk Profile</i>	<i>Success Probability</i>
<i>Content Licensing</i>	Low-Medium	6-12 months	Low	High
<i>Strategic Partnership</i>	Medium	12-18 months	Medium	High
<i>Direct Investment</i>	High	18-36 months	High	Medium-High
<i>Acquisition</i>	Very High	24-48 months	Very High	Medium

Fig 1.1 Market Entry Framework

Source: Strategic Market Analytics Division Analysis, 2025





02 Indian Online Gaming Market: Overview & Growth Trends

2.1 Market Size and Revenue Trends (2020–2030)

The Indian online gaming market has experienced unprecedented growth, transforming from a nascent sector to a cornerstone of the country's digital economy. The market is expected to reach USD 4.04 billion in 2025 and grow at a CAGR of 15.68% to reach USD 8.36 billion by 2030, representing more than doubling of market value within the five-year period. This growth trajectory significantly outpaces global gaming market expansion, positioning India as one of the world's fastest-growing gaming markets.

Historical performance data reveals the market's resilience and consistent upward momentum. The online gaming industry was valued at around 220 billion Indian rupees (approximately USD 2.65 billion) in 2023, marking a substantial leap from about 181 billion rupees in the previous year. This represents a 21.5% year-over-year growth rate,

demonstrating sustained momentum despite global economic uncertainties and regulatory challenges.

The revenue composition reflects a mature market with diversified income streams. Real-money gaming dominates the revenue landscape, accounting for 83% of segment revenue, with an estimated 90 million gamers paying to play games out of 450 million online gamers, where 100 million play games daily. This monetization efficiency indicates sophisticated user engagement and willingness to pay for premium gaming experiences.

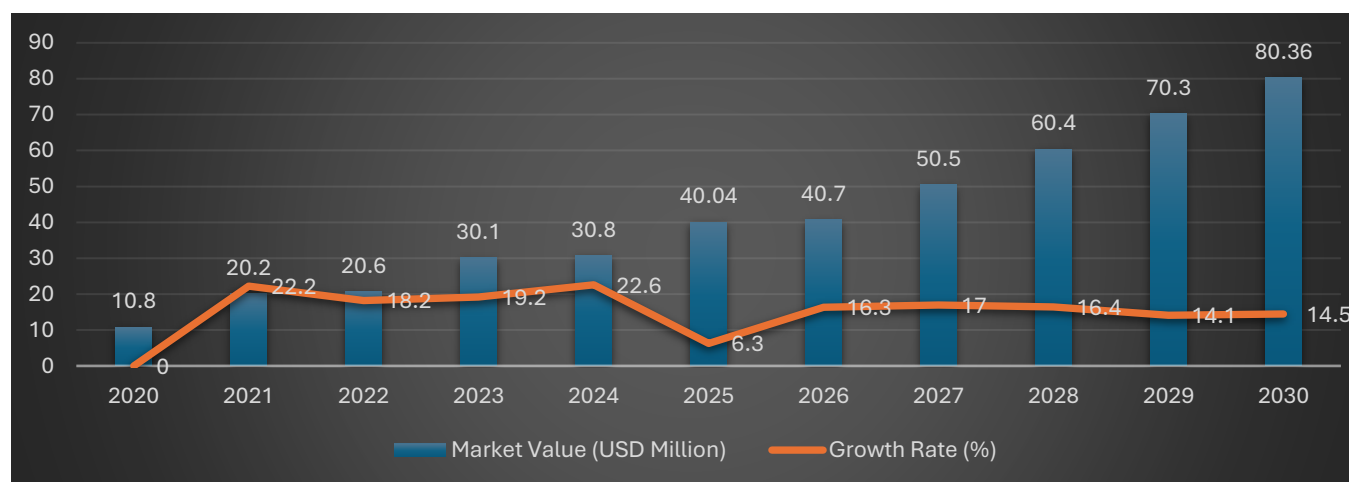


Fig 2.1 Indian Gaming Market Revenue Projection (2020-2030)

Sources: Mordor Intelligence, IBEF, Statista Market Forecasts, 2024-2025

2.2 Key Drivers of Growth

The explosive growth in India's online gaming sector stems from a confluence of technological, demographic, and economic factors that have created optimal conditions for market expansion. Mobile penetration serves as the primary catalyst, with smartphone adoption reaching unprecedented levels across urban and rural India. The affordability of mobile devices, coupled with aggressive pricing strategies by manufacturers, has democratized access to gaming platforms, enabling market penetration across diverse socioeconomic segments.

Internet affordability represents another critical growth driver, transforming from a luxury service to an essential utility. The Indian telecommunications sector's competitive landscape has driven data costs to among the world's lowest levels, with average monthly data consumption exceeding 20GB per user. This accessibility enables sustained gaming engagement without cost barriers, supporting longer play sessions and increased in-app purchase behavior.

Demographic advantages position India uniquely for sustained gaming market growth. With a median age of 28 years and over 600 million internet users, India possesses the world's largest digitally native population. This demographic cohort demonstrates high engagement with interactive entertainment, strong social gaming preferences, and increasing disposable income allocation toward digital entertainment experiences.

The COVID-19 pandemic accelerated digital adoption across all demographic segments, introducing gaming to previously untapped user bases. Work-from-home policies, lockdown restrictions, and limited entertainment options drove unprecedented experimentation with digital gaming platforms. This behavioral shift has demonstrated remarkable persistence, with post-pandemic engagement levels remaining significantly elevated compared to pre-2020 baselines.

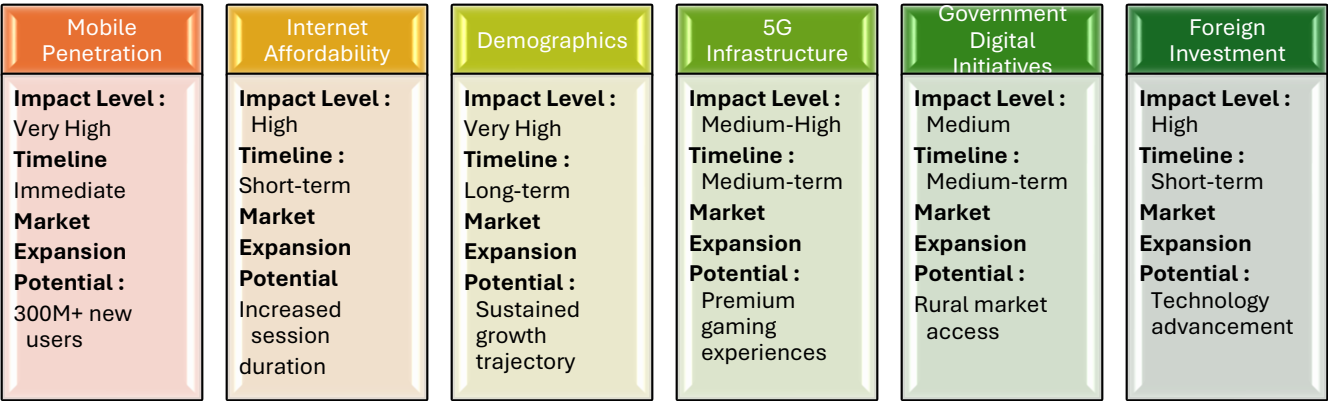


Fig 2.2 Growth Driver Impact
Source: Industry Analysis and Market Intelligence, 2025

2.3 Impact of 5G, Cloud Gaming, and Emerging Technologies

The rollout of 5G infrastructure across India represents a paradigm shift for the gaming industry, enabling new categories of gaming experiences previously constrained by network limitations. Low latency requirements for competitive gaming, real-time multiplayer experiences, and high- definition streaming become feasible with 5G implementation. Early 5G deployments in major metropolitan areas have already demonstrated significant improvements in gaming performance, with latency reductions of 80-90% compared to 4G networks.

Cloud gaming technology convergence with 5G infrastructure creates unprecedented opportunities for premium gaming experiences on mobile devices. Traditional barriers between mobile and console gaming begin to dissolve as cloud processing enables resource-intensive games on lightweight devices. This technological evolution

democratizes access to AAA gaming experiences, expanding the addressable market for high-production-value content.

Emerging technologies including augmented reality (AR), virtual reality (VR), and artificial intelligence (AI) are beginning to influence gaming experiences and user expectations. AR integration in mobile gaming has shown particular promise, with location-based games and social AR experiences gaining traction among Indian users. AI-driven personalization enhances user engagement through adaptive difficulty scaling, personalized content recommendations, and intelligent matchmaking systems.

Blockchain technology and non-fungible tokens (NFTs) represent emerging trends with potential market disruption implications. While regulatory clarity remains limited, early experiments with blockchain-based gaming economies and digital asset ownership demonstrate user interest in novel gaming paradigms. Thai content creators should monitor these developments for potential integration opportunities.

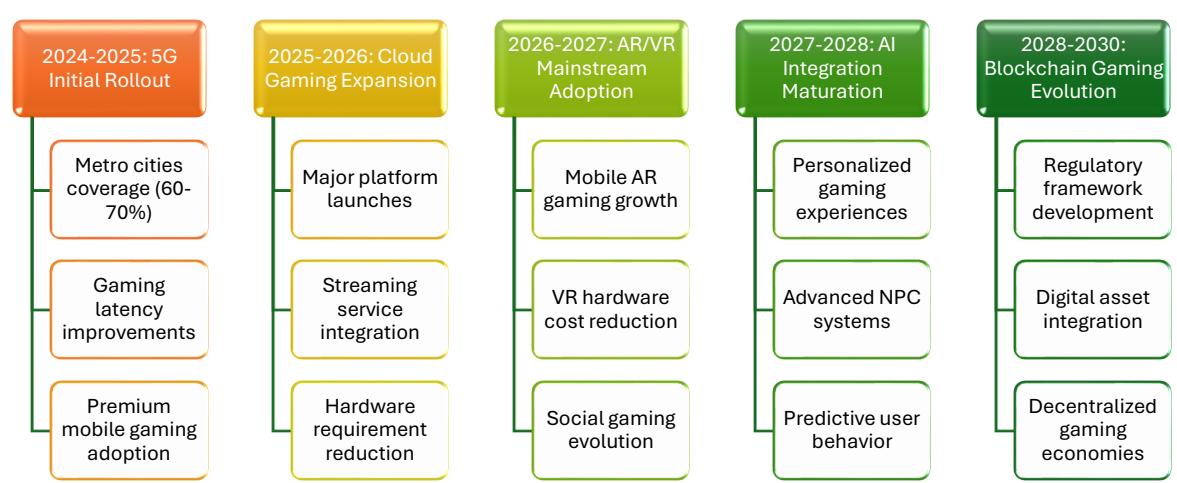


Fig 2.3 Technology Adoption Timeline and Impact Analysis
Source: Technology Roadmap Analysis, Strategic Market Intelligence, 2025





03 Market Segmentation & Gamer Demographics

3.1 Types of Online Gaming in India

The Indian online gaming ecosystem encompasses diverse categories, each with distinct user bases, monetization models, and growth trajectories. Understanding these segments enables Thai content creators to identify optimal market entry points and tailor content strategies to specific audience preferences and behaviours.

Casual gaming dominates user engagement across the Indian market, characterized by accessible gameplay mechanics, short session durations, and broad demographic appeal. These games typically feature simple controls, progressive difficulty curves, and social integration elements. Popular categories include puzzle games, match-three games, endless runners, and casual strategy titles. The casual gaming segment benefits from the lowest barrier to entry, requiring minimal gaming experience and offering immediate gratification.

Real-money gaming represents the most lucrative segment, encompassing skill-based games, fantasy sports, and competitive gaming platforms. This category includes rummy, poker, daily fantasy sports, and various skill-based casual games where players

compete for monetary prizes. Despite regulatory complexities, real-money gaming demonstrates the highest per-user revenue generation and strongest user retention metrics. The segment attracts users seeking competitive experiences and potential financial returns from gaming skills.

Esports and competitive gaming have emerged as rapidly growing segments, driven by increased internet speeds, streaming platform growth, and international tournament visibility. Popular titles include mobile-first esports games, battle royale formats, and MOBA (Multiplayer Online Battle Arena) games. This segment demonstrates strong community engagement, high session durations, and significant potential for advertising and sponsorship revenue.

Hyper-casual gaming represents an emerging category characterized by extremely simple mechanics, minimal learning curves, and rapid user acquisition potential. These games often feature one-touch controls, endless gameplay loops, and heavy reliance on advertising monetization. While individual user lifetime values remain low, the segment's scalability and viral potential make it attractive for developers seeking rapid market penetration.

Gaming Category	User Base (Millions)	Revenue Share (%)	ARPU (USD/year)	Growth Rate (%)
 Casual Gaming	300+	25%	8-12	18%
 Real-Money Gaming	100+	60%	45-65	25%
 Esports/Competitive	50+	10%	15-25	35%
 Hyper-Casual	200+	5%	2-4	40%

Fig 3.1 Gaming Segment Performance Analysis

Sources: Industry Reports, IBEF Gaming Analysis, Market Intelligence 2024-2025

3.1.1 Market Leaders by Gaming Category

Casual Gaming Market experience

The casual gaming segment in India is dominated by internationally successful titles that have achieved remarkable local adoption through accessible gameplay mechanics and social features. Candy Crush Saga by King Digital Entertainment exemplifies the

casual gaming success model, combining match-3 puzzle gameplay with a lives system that encourages regular engagement without overwhelming time commitments. The game's freemium model with in-app purchases has proven highly effective among Indian users who appreciate the ability to play for free while having options to accelerate progress through optional purchases.

Ludo King represents a particularly significant success story in the Indian casual gaming space, developed by Gametion Technologies as a digital adaptation of the traditional Indian board game. The game capitalized on nostalgic appeal and cultural familiarity, incorporating multiplayer features that align with Indian social gaming preferences. Its success demonstrates the powerful potential for games that bridge traditional entertainment with modern digital experiences, achieving widespread adoption through cultural resonance rather than purely innovative gameplay mechanics.

Carrom Pool by Miniclip follows a similar strategy of digitizing traditional Indian games, transforming the popular carrom board game into a mobile gaming experience. The game maintains the familiar rules and gameplay mechanics while adding digital enhancements such as online multiplayer, tournaments, and progression systems. This approach has proven particularly effective in India, where users demonstrate strong preference for games that incorporate familiar cultural elements within modern gaming frameworks.

Other notable casual gaming successes include **Temple Run 2** by Imangi Studios, which achieved popularity through simple touch-based controls and progressive difficulty systems that accommodate both casual and engaged gaming sessions. **Subway Surfers** by SYBO Games has maintained sustained popularity through regular content updates, colorful graphics, and achievement systems that encourage long-term engagement. These games demonstrate that successful casual gaming in India requires balancing accessibility with sufficient depth to maintain user interest over extended periods.

Real Money Gaming Platform Experience

The real-money gaming segment represents the most lucrative category within India's online gaming market, with platforms like Dream11 leading the fantasy sports revolution. Dream11's success stems from its focus on cricket, India's most popular sport, combined with tournament-based gameplay that aligns with major cricket events including the IPL, World Cup, and domestic competitions. The platform's emphasis on skill-based team selection and statistical analysis appeals to Indian users' deep cricket knowledge while providing opportunities for monetary rewards based on performance rather than pure chance.

MPL (Mobile Premier League) has established itself as a comprehensive multi-game platform offering various skill-based games within a single application. The platform's success lies in providing diverse gaming options including card games, puzzles, and action games, all unified under a consistent tournament and prize structure. This approach caters to different user preferences while maintaining engagement through regular tournaments, leaderboards, and cash prize opportunities that drive consistent user participation.

RummyCircle and Adda52 Rummy have captured significant market share in the traditional card game segment by successfully transitioning offline rummy gameplay to digital platforms. These platforms emphasize authentic gameplay mechanics, secure payment systems, and tournament structures that appeal to experienced rummy players seeking competitive online environments. Their success demonstrates the viability of digitizing traditional Indian games with monetary stakes, provided the platforms maintain fairness, security, and regulatory compliance.

WinZO Games represents an innovative approach to real-money gaming by combining multiple game categories within a single platform, offering users variety while maintaining consistent monetization through entry fees and prize distributions. The platform's success indicates strong user appetite for diverse gaming experiences unified under trusted payment and prize systems, suggesting opportunities for platforms that can effectively manage multiple game types while ensuring fair play and secure transactions.

Esports and competitive Gaming Landscape

BGMI (Battlegrounds Mobile India) dominates the competitive gaming landscape as the localized version of PUBG Mobile, specifically developed for the Indian market following regulatory challenges with the original game. The game's success stems from mobile-optimized battle royale gameplay combined with ranked competitive systems, regular tournaments, and professional esports leagues. BGMI has created a comprehensive competitive ecosystem including amateur tournaments, professional leagues, and international competition pathways that cater to different skill levels and competitive aspirations.

Free Fire MAX by Garena has established significant presence in the Indian esports scene through its focus on low-specification device optimization and regional tournament structures. The game's success in India reflects its technical accessibility combined with competitive features that enable players with budget smartphones to participate in high-level competitive gaming. The platform's emphasis on regional

tournaments and local language support has created strong community engagement and grassroots competitive gaming development.

Call of Duty: Mobile by Activision has successfully adapted console-quality first-person shooter gameplay for mobile platforms while maintaining competitive integrity through ranked multiplayer systems and tournament structures. The game's success demonstrates Indian users' appetite for complex competitive gaming experiences provided they are optimized for mobile platforms and include comprehensive matchmaking systems that ensure fair competitive experiences across different skill levels.

Mobile Legends: **Bang Bang** by Moonton represents the MOBA (Multiplayer Online Battle Arena) genre's success in India through team-based strategic gameplay combined with professional league structures and international competition opportunities. The game's emphasis on team coordination, strategic thinking, and skill development appeals to users seeking deeper competitive gaming experiences beyond casual entertainment, creating pathways for serious competitive gaming development and potential professional gaming careers.

Hyper-Casual Gaming Success Stories

The hyper-casual gaming segment demonstrates the power of extremely simple mechanics combined with viral distribution strategies and advertising-based monetization models. Helix Jump by Voodoo exemplifies this approach through one-touch ball bouncing gameplay that can be learned within seconds but provides endless challenge progression. The game's success lies in its ability to create satisfying gameplay loops within very short session durations, making it ideal for users seeking quick entertainment during brief idle moments throughout their daily routines.

Color Switch by David Reichelt showcases how minimalist design combined with challenging execution can create addictive gaming experiences that spread rapidly through social sharing and word-of-mouth promotion. The game's simple color-matching mechanics require precise timing and coordination, creating a skill-based challenge within an extremely accessible framework. This balance between simplicity and difficulty has proven highly effective for viral adoption among Indian users who appreciate games that are easy to understand but difficult to master.

Stack Ball by Azur Games demonstrates the appeal of satisfying destruction mechanics combined with progressive difficulty systems that maintain user engagement across multiple sessions. The game's success stems from the visceral satisfaction of breaking through barriers combined with clear progression indicators that encourage continued

play. This approach has proven particularly effective in the Indian market, where users respond positively to games that provide immediate feedback and clear achievement recognition.

Hole.io by Voodoo represents successful implementation of competitive multiplayer mechanics within hyper-casual gaming frameworks, enabling real-time competition between multiple players within simple, accessible gameplay structures. The game's success indicates Indian users' preference for social gaming experiences even within the simplest gaming categories, suggesting opportunities for hyper-casual games that incorporate meaningful social interaction and competitive elements.

Emerging Opportunities for Thai Creators

Educational gaming represents a significant underexplored opportunity in the Indian market, with particular potential for Thai creators who possess expertise in gamified learning systems and cultural sensitivity. Mathematics education games targeting school children could leverage Thailand's strong educational technology development capabilities while addressing India's massive student population seeking engaging learning alternatives. Science exploration games for middle school students represent another significant opportunity, combining Thailand's innovation in educational technology with India's emphasis on STEM education development.

Language learning games present exceptional opportunities for Thai creators, particularly given Thailand's expertise in language pedagogy and cross-cultural communication. English language learning games could serve India's massive English-learning market while Hindi and regional language learning games could facilitate cultural exchange and understanding between Thai and Indian populations. Cultural exchange games represent a unique niche where Thai creators' cultural knowledge and presentation expertise could create authentic, engaging experiences that promote understanding between different Asian cultures.

Wellness gaming opportunities align perfectly with Thai creators' cultural strengths in meditation, mindfulness, and holistic health approaches. Meditation games targeting India's stressed urban professional population could leverage Thailand's Buddhist meditation traditions while addressing growing demand for digital wellness solutions. Fitness gaming incorporating Thai martial arts, yoga practices, and wellness philosophies could differentiate Thai creators in India's expanding health and wellness gaming market.

Skill development games for young professionals represent another promising avenue, combining Thailand's service industry expertise with India's massive workforce

development needs. Games focusing on soft skills training, professional development, and career advancement could serve India's rapidly growing service sector while leveraging Thai creators' understanding of professional skill development and training methodologies.

Cultural Adaptation Success Examples

Successful cultural adaptation in the Indian gaming market requires deep understanding of local preferences, traditional games, and cultural values rather than simple translation or surface-level modifications. Teen Patti Gold exemplifies successful cultural adaptation by transforming Western card game mechanics into traditional Indian card game formats, achieving over 50 million downloads through authentic cultural integration rather than foreign game imposition. The game's success demonstrates the power of cultural authenticity in creating user engagement and sustained popularity.

Indian Bike Driving 3D represents effective localization of generic racing games through incorporation of Indian motorcycle brands, traffic patterns, and road conditions that create familiar, relatable gaming experiences for Indian users. The game's 10+ million downloads indicate strong user preference for games that reflect their daily experiences and cultural contexts rather than generic international content. This approach suggests significant opportunities for Thai creators willing to invest in authentic cultural integration.

Indian Food Cooking Games demonstrate successful adaptation of cooking game genres through incorporation of traditional Indian recipes, spices, and cooking methods that resonate with local culinary traditions and preferences. The game's success with 5+ million downloads shows the effectiveness of cultural specificity in creating engaging user experiences that feel relevant and authentic to local audiences.

Cricket games have achieved remarkable success with 25+ million downloads by focusing on IPL teams, Indian players, and cricket formats that align with Indian sporting preferences and cultural passion for cricket. These games succeed not merely through cricket gameplay but through authentic representation of Indian cricket culture, player personalities, and tournament structures that create emotional connections with users.

Market Entry Strategy Consideration

For Thai creators considering entry into different gaming categories, casual gaming offers the most accessible entry point with moderate investment requirements of \$100,000-500,000 and relatively straightforward development timelines of 6-12

months. The casual gaming segment's proven monetization models and broad user appeal provide sustainable business opportunities for creators willing to invest in cultural localization and user experience optimization.

Hyper-casual gaming presents the lowest barrier to entry with investment requirements of \$50,000-200,000 and rapid development cycles of 3-6 months, but success depends heavily on viral distribution and advertising optimization rather than sustained user engagement. This category suits creators with strong marketing capabilities and willingness to iterate rapidly based on user feedback and market response.

Educational gaming requires higher investment levels of \$200,000-800,000 and longer development cycles of 12-18 months but offers high success probability for creators with relevant expertise and commitment to quality educational content development. The segment's alignment with government educational initiatives and parental investment in children's education creates favorable market conditions for well-executed educational gaming content.

Real-money gaming and esports represent the highest investment requirements and regulatory complexity but offer substantial revenue potential for creators capable of navigating complex compliance requirements and competitive landscapes. These categories require investment levels of \$500,000-5,000,000+ and development timelines of 18-48 months, making them suitable primarily for established creators with significant resources and regulatory expertise.

3.2 User Demographics and Regional Analysis

The Indian gaming demographic has undergone significant transformation, with women now representing over 44% of gamers, up from 41% the previous year, primarily engaging with casual mobile games. This gender diversification reflects broader social changes and the inclusive design of modern mobile gaming experiences. Female gamers demonstrate distinct preferences for social gaming elements, narrative-driven content, and collaborative gameplay mechanics, creating opportunities for content specifically designed for this growing demographic.

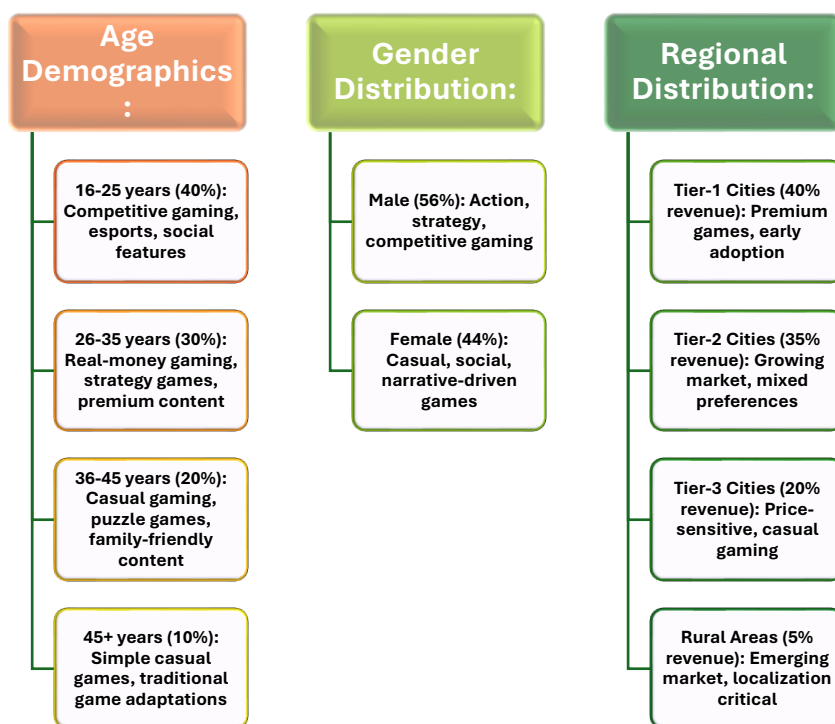
Age distribution reveals a youth-dominated market with significant cross-generational appeal. The primary demographic spans 16-34 years, representing approximately 70% of active gamers. However, notable growth appears in older demographics, with the 35-50 age group showing increased adoption rates, particularly for casual and real-

money gaming categories. This demographic expansion indicates market maturation and sustained long-term growth potential.

Regional distribution patterns highlight the importance of geographic strategy for market entry. Tier-1 cities (Mumbai, Delhi, Bangalore, Chennai, Kolkata) account for approximately 40% of gaming revenue despite representing only 15% of the population. These urban centers demonstrate higher spending capacity, premium service adoption, and early technology acceptance. Tier-2 cities represent the fastest-growing segment, driven by improved internet infrastructure, rising disposable incomes, and aspirational consumption patterns.

Rural and semi-urban markets present significant untapped potential, with improving connectivity and smartphone penetration driving increased gaming adoption. These markets demonstrate preference for vernacular content, culturally relevant themes, and price-sensitive monetization models. Thai creators developing content for these segments should prioritize localization, cultural sensitivity, and accessible pricing structures.

Fig 3.2 Demographic Breakdown and Preferences



3.3 Gaming Platforms and Device Preferences

Mobile gaming dominates the Indian market, accounting for over 90% of gaming sessions and 85% of gaming revenue. This mobile-first preference stems from several factors: device affordability, connectivity convenience, and the optimization of game development for mobile platforms. Android devices represent approximately 95% of

the mobile gaming market, with iOS maintaining a small but highly valuable premium segment.

The average Indian gamer utilizes mid-range to budget smartphones, typically featuring 4-6GB RAM, modest processing power, and limited storage capacity. This hardware profile necessitates careful optimization for game developers, requiring efficient resource utilization, smaller file sizes, and graceful performance scaling across device capabilities. Thai developers must prioritize technical optimization and progressive enhancement approaches for successful market penetration.

PC gaming maintains a significant presence, particularly in urban areas and among esports enthusiasts. The PC gaming segment demonstrates higher per-user spending, longer session durations, and preference for complex gaming experiences. However, PC gaming growth faces challenges from hardware costs, electricity expenses, and space constraints in densely populated urban areas.

Console gaming remains a niche market, constrained by high hardware costs, limited game library localization, and competing entertainment options. Nevertheless, the segment shows steady growth among affluent urban consumers, particularly for international AAA titles and exclusive gaming experiences. Cloud gaming services may eventually bridge the console-mobile gap, enabling console-quality experiences on mobile devices.

Platform	User Share (%)	Revenue Share (%)	Session Duration (mins)	Growth Rate (%)
Mobile (Android)	85%	80%	25-30	22%
Mobile (iOS)	8%	15%	35-40	15%
PC	6%	4%	60-90	8%
Console	1%	1%	120-180	12%

Fig 3.3 Platform Usage and Performance Metrics

Source: Platform Analytics and Market Research, Gaming Industry Association of India, 2024



04 Competitive Landscape

4.1 Major Players in the Indian Online Gaming Market

The Indian online gaming market features a complex competitive ecosystem comprising international technology giants, domestic gaming companies, and emerging startups. Each category brings distinct advantages, market positioning strategies, and competitive threats that Thai content creators must understand for effective market entry planning.

International technology companies leverage global resources, established distribution networks, and proven game portfolios. Sony Corporation, Nintendo, Microsoft, Electronic Arts Inc., and other major companies operate significantly in this market, bringing AAA gaming experiences, advanced monetization systems, and sophisticated user acquisition capabilities. These companies often partner with local distributors, invest in regional content development, and adapt global gaming franchises for Indian audiences.

Domestic gaming companies possess intimate market knowledge, cultural understanding, and regulatory compliance expertise. Leading Indian gaming companies have developed successful business models specifically tailored to local preferences, payment behaviors, and content consumption patterns. These companies often focus on real-money gaming, casual mobile games, and culturally relevant content themes that resonate with Indian audiences.

WinZO Games represents a significant domestic success story, having built a comprehensive gaming platform focused on skill-based real-money gaming. The company's approach combines multiple game categories, social features, and localized payment systems to create high user engagement and retention. Their success demonstrates the importance of platform thinking rather than individual game development for sustained market leadership.

Dream11 dominates the fantasy sports segment, having achieved unicorn status through focus on cricket and other popular Indian sports. Their marketing strategies, celebrity endorsements, and tournament integration provide valuable lessons for content creators seeking to build brand awareness and user acquisition in competitive markets.

Company Category	Market Share (%)	Revenue Focus	Key Strengths
International Majors	35%	Premium gaming, IAP	Global resources, proven IP
Domestic Leaders	40%	Real-money gaming	Local knowledge, compliance
Regional Players	15%	Niche segments	Specialized expertise
Emerging Startups	10%	Innovation, new formats	Agility, technology adoption

Fig 4.1 Market Share Analysis - Leading Gaming Companies

Source: Competitive Intelligence Analysis, Market Research Partners, 2024

Regional players unlike Domestic leader – Pan India presence like Dream 11, MPL, is restricted specific region/ parts of country due to linguistic or cultural influence of the region like Marthi Masti studios – Maharashtra, Gujarati business Games- Gujarat.

4.2 Revenue Models and Monetization Strategies

The Indian gaming market supports diverse monetization approaches, each with specific implementation requirements, user acceptance levels, and revenue potential. Understanding these models enables Thai creators to select optimal strategies aligned with their content types, target demographics, and business objectives.

In-app purchases (IAP) represent the dominant monetization mechanism, accounting for approximately 65% of total gaming revenue. This model encompasses virtual currency sales, cosmetic items, gameplay enhancements, and premium features. Indian users demonstrate increasing comfort with digital transactions, particularly for games providing clear value propositions and fair pricing structures. Successful IAP implementation requires careful balance between free and premium content, ensuring non-paying users maintain enjoyable experiences while creating incentives for monetization.

Advertising-based revenue models continue growing in importance, particularly for casual and hyper-casual gaming segments. Rewarded video advertisements, interstitial ads, and native advertising integration provide revenue streams without direct user payment requirements. The key success factor involves balancing advertising frequency with user experience quality, ensuring advertisements enhance rather than detract from gameplay enjoyment.

Subscription models remain relatively nascent but show promising growth potential, particularly for premium gaming experiences and content libraries. This model requires consistent content updates, exclusive features, and clear value demonstration to justify recurring payment commitments. Indian consumers show increasing familiarity with subscription services across entertainment categories, creating favorable conditions for gaming subscription adoption.

Real-money gaming represents a unique monetization category specific to skill-based games and competitive gaming formats. While subject to complex regulatory requirements, this model demonstrates the highest per-user revenue generation and strong user retention characteristics. Entry into real-money gaming requires comprehensive legal compliance, robust fraud prevention, and sophisticated payment processing capabilities.

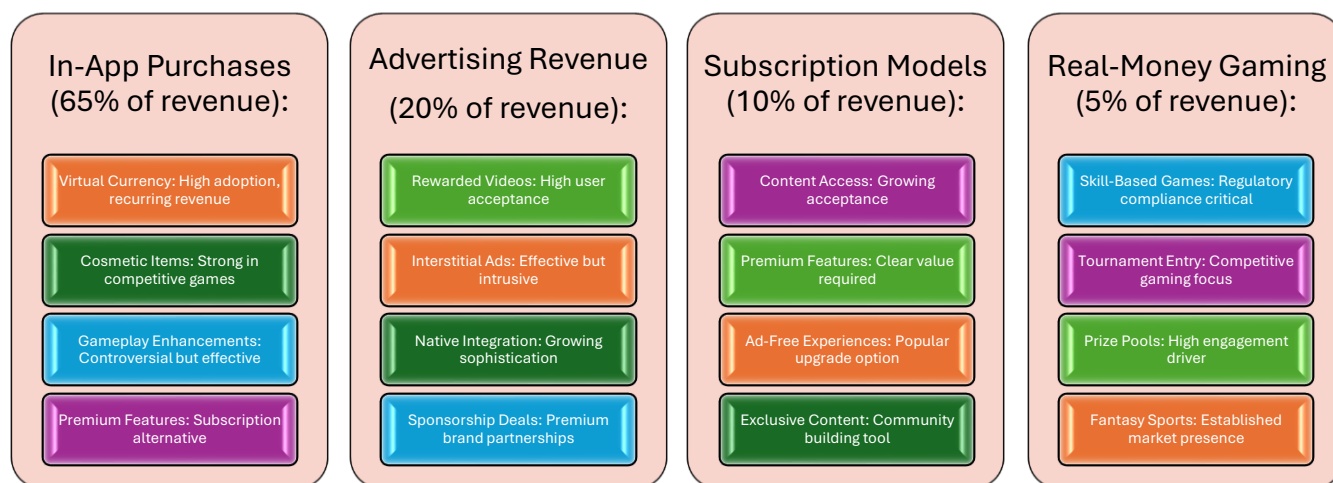


Fig 4.2 Revenue Model Performance and Implementation

4.2 Market Entry Strategies of Successful Foreign Players

International gaming companies have employed various strategic approaches to establish successful operations in the Indian market. These strategies provide valuable frameworks for Thai content creators planning market entry, offering proven methodologies for overcoming regulatory, cultural, and competitive challenges.

Partnership strategies represent the most common approach for international market entry, enabling foreign companies to leverage local expertise while minimizing regulatory and operational complexities. Successful partnerships typically involve local gaming companies, distribution platforms, or technology service providers who provide market knowledge, regulatory compliance support, and established user acquisition channels.

Localization strategies extend beyond language translation to encompass cultural adaptation, regional preferences, and local payment method integration. Successful foreign entrants invest significantly in understanding Indian gaming preferences, cultural sensitivities, and regional variations in user behavior. This includes adapting game narratives, character designs, celebration themes, and social features to resonate with Indian audiences.

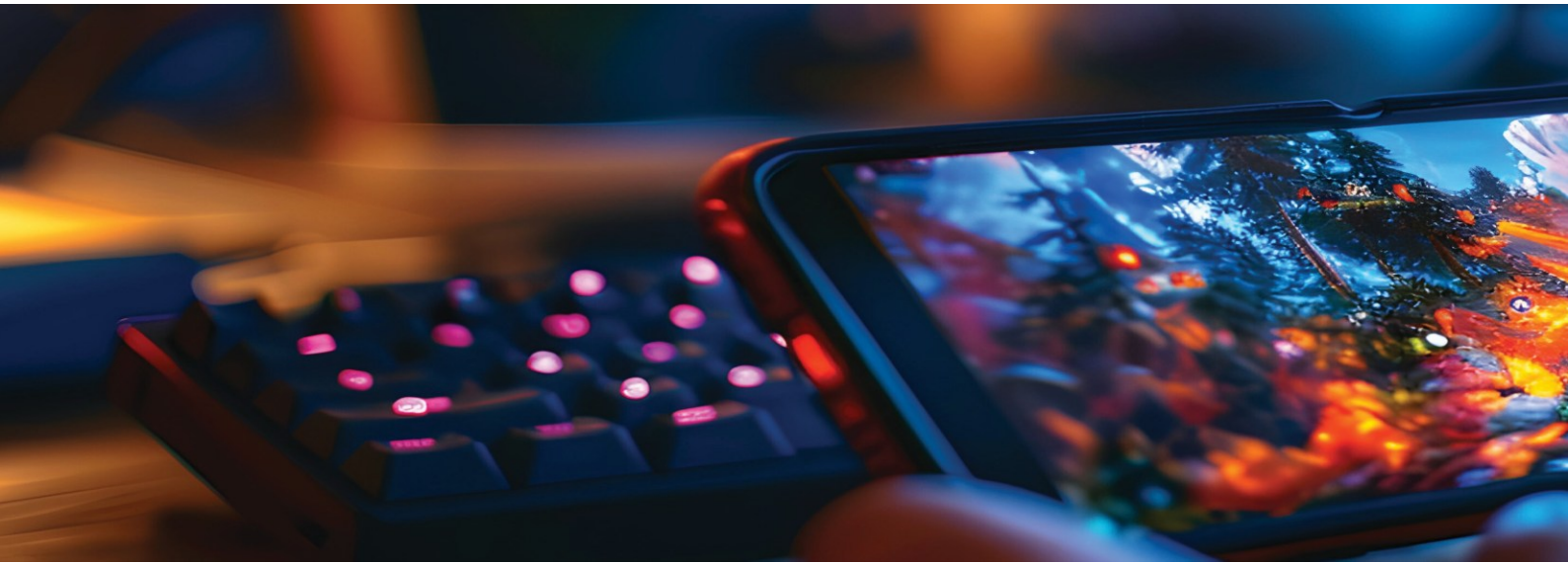
Direct investment approaches involve establishing local operations, hiring regional talent, and building indigenous development capabilities. This strategy requires substantial financial commitment but provides maximum market control and long-term strategic positioning. Companies pursuing direct investment typically focus on high-growth market segments with sustainable competitive advantages.

Acquisition strategies enable rapid market entry through purchasing established local gaming companies or studios. This approach provides immediate market presence, existing user bases, and operational capabilities while eliminating competitive threats. However, successful acquisition integration requires careful cultural management and strategic alignment between international and local operations.

Strategy Type	Investment Level	Timeline	Success Rate	Requirements
Strategic Partnership	Medium	6-12 months	High	Partner selection, alignment
Localization Focus	Low-Medium	3-9 months	Medium-High	Cultural understanding
Direct Investment	High	18-36 months	Medium	Resource commitment
Acquisition	Very High	12-24 months	Medium	Integration capability

Fig 4.2 Foreign Market Entry Success Factors

Source: Market Entry Analysis, International Gaming Strategies Research, 2024-2025





05 Case Studies: Success of Foreign Content in India

5.1 Popular International Games That Succeeded in India

PUBG Mobile's phenomenal success in India before its regulatory challenges provide crucial insights into effective international game localization and market penetration strategies. The game achieved over 175 million registered users in India within two years of launch, demonstrating unprecedented adoption rates across demographic segments. Key success factors included mobile-first design optimization, free-to-play accessibility, social gameplay mechanics, and extensive influencer marketing campaigns.

The game's technical optimization for low-end Android devices enabled broad market penetration across price-sensitive user segments. PUBG Mobile's developers implemented sophisticated graphics scaling, efficient resource management, and progressive loading systems that maintained gameplay quality across diverse hardware configurations. This technical approach became a template for subsequent international games targeting the Indian market.

Social features proved critical for user acquisition and retention, with team-based gameplay, voice chat integration, and social media sharing driving viral adoption. The game's emphasis on squad-based competition aligned with Indian cultural preferences for group activities and social gaming experiences. Friend referral systems, clan features, and social leaderboards created strong network effects that accelerated user growth.

Clash of Clans represents another international success story, achieving sustained popularity through strategic gameplay that appeals to Indian cultural values around community building, resource management, and collaborative competition. The game's clan-based structure resonates with Indian social dynamics, while its freemium model provides accessible entry with optional premium upgrades.

Free Fire's success in India demonstrates the importance of mobile optimization and regional content adaptation. The game achieved significant market penetration by focusing specifically on low-specification devices, implementing efficient data usage, and creating region-specific events and characters. The battle royale format's popularity in India created favorable market conditions, but Free Fire's technical excellence and community engagement distinguished it from competitors.

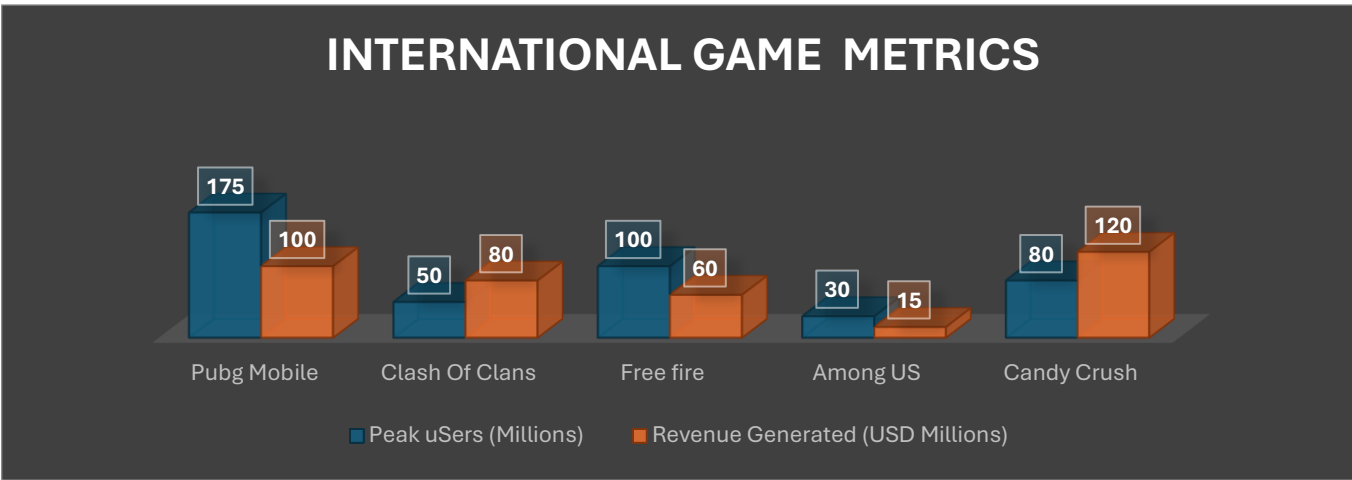


Fig 5.1 International Game Success Metrics

Source: Game Analytics Reports, Mobile Gaming Intelligence, 2020-2024

5.2 Lessons Learned from Localization Strategies

Successful international games in India demonstrate that effective localization extends far beyond language translation to encompass deep cultural integration, regional preference accommodation, and local ecosystem optimization. Language support represents just the foundation, with Hindi, English, and major regional languages (Tamil, Telugu, Bengali, Gujarati, Marathi) providing essential accessibility for diverse user bases.

Cultural integration involves adapting game narratives, character designs, celebration themes, and social interaction patterns to align with Indian cultural values and preferences. Successful games incorporate Indian festivals, cultural references, traditional aesthetics, and social hierarchy structures that resonate with local audiences. This cultural sensitivity creates emotional connections that transcend mere entertainment value.

Payment system integration proves crucial for monetization success, requiring support for Indian payment preferences including UPI (Unified Payments Interface), digital wallets, net banking, and cash-based payment solutions. Successful international games partner with local payment processors, implement regional pricing strategies, and offer payment method variety that accommodates diverse user preferences and technological capabilities.

Regional customization strategies involve creating India-specific content, events, and features that demonstrate commitment to the local market rather than treating India as merely another geographic expansion. This includes designing India-exclusive characters, celebrating local festivals, partnering with Indian celebrities, and creating region-specific tournaments or competitions.

Technical optimization requirements for the Indian market differ significantly from developed markets, necessitating careful attention to data usage efficiency, offline capability, and low-specification device support. Successful games implement progressive downloading, efficient asset compression, and graceful degradation for varying network conditions and device capabilities.

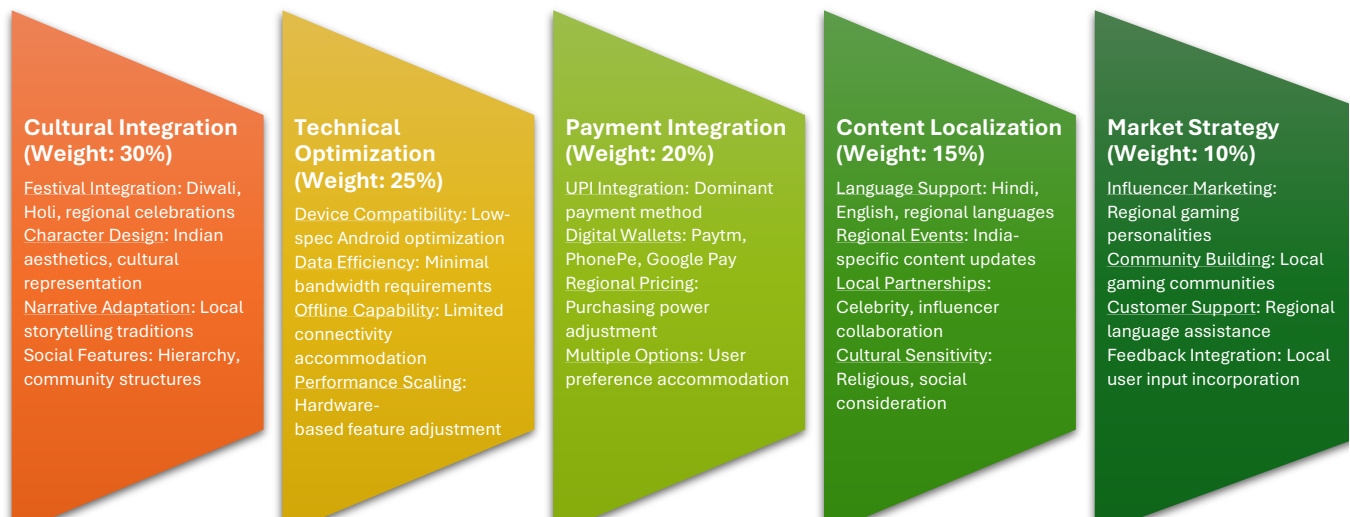


Fig 5.2 Localization Success Framework

Source: Localization Strategy Analysis, International Gaming Research Institute, 2024

5.3 User Engagement Tactics That Worked

Successful international games in India employed sophisticated user engagement strategies that combined global gaming best practices with India-specific behavioral insights and cultural preferences. These engagement tactics provide valuable templates for Thai content creators seeking to maximize user retention and monetization in the Indian market.

Social integration emerged as the most effective engagement driver, with successful games prioritizing multiplayer experiences, friend integration, and community building features. Indian users demonstrate strong preference for social gaming experiences that enable interaction with friends, family members, and broader gaming communities. Features such as team formation, guild systems, social leaderboards, and collaborative challenges consistently drive higher engagement metrics than solo gaming experiences.

Event-driven engagement strategies prove particularly effective in the Indian market, with games implementing regular festivals, limited-time challenges, and seasonal content updates. These events often align with Indian cultural calendar, including major festivals, cricket tournaments, and regional celebrations. The scarcity and time-limited nature of event content creates urgency that drives increased session frequency and duration.

Progressive reward systems tailored to Indian gaming preferences emphasize long-term engagement over immediate gratification. Successful games implement daily login

rewards, achievement systems, milestone celebrations, and gradual progression unlocks that maintain user interest across extended time periods. These systems often incorporate culturally relevant rewards such as traditional clothing, regional music, or festival-themed items.

Competitive gaming features, particularly leaderboards, tournaments, and ranking systems, generate strong engagement among Indian users who demonstrate highly competitive motivation. Many successful games implement multiple competitive layers, including friend circles, regional competitions, and national tournaments that provide various skill levels with meaningful competitive experiences.

Community management strategies that foster user-generated content, peer support, and social interaction significantly enhance retention rates. Successful games create platforms for user interaction, provide community management support, and facilitate social connections that extend beyond gameplay sessions.

 Engagement Tactic	 Effectiveness Score	 Implementation Complexity	 Cost Impact
 Social Integration	9.2/10	Medium	Low
 Cultural Events	8.8/10	High	Medium
 Progressive Rewards	8.5/10	Medium	Low
 Competitive Features	8.3/10	High	Medium
 Community Building	8.0/10	High	High
 Personalization	7.8/10	Very High	High

Fig 5.3 User Engagement Performance Analysis

Source: User Engagement Analytics, Gaming Behavior Research Institute, 2024



06 Regulatory Environment & Policy Landscape

6.1 Online Gaming Laws and Government Regulations

India's regulatory framework for online gaming continues evolving as policymakers balance industry growth promotion with consumer protection and social responsibility concerns. The regulatory landscape operates across multiple jurisdictions, with both central government and state-level authorities maintaining relevant oversight responsibilities, creating a complex compliance environment for international gaming companies.

The central government has established foundational regulatory principles through the Information Technology Act 2000 and its subsequent amendments, which provide broad guidelines for digital services and online content. The Ministry of Electronics and Information Technology (MeitY) serves as the primary regulatory body for digital gaming platforms, establishing compliance requirements for data protection, content moderation, and user safety protocols.

The distinction between "games of skill" and "games of chance" remains central to Indian gaming regulation, with games of skill generally receiving more favorable regulatory treatment. This classification system requires gaming

companies to demonstrate that their products involve substantial skill components rather than pure chance or luck. The legal framework recognizes games requiring strategic thinking, experience, and decision-making as legitimate skill-based activities, while games primarily dependent on random outcomes face more restrictive regulations.

State-level regulations introduce additional complexity, as individual states maintain authority over gambling and betting activities within their jurisdictions. Some states have implemented comprehensive online gaming regulations, while others maintain restrictive policies that effectively prohibit certain gaming categories. This state-by-state variation requires gaming companies to implement geolocation systems, content filtering, and jurisdiction-specific compliance measures.

The Online Gaming (Regulation) Rules 2023, introduced under the IT Act, establish comprehensive regulatory requirements for online gaming intermediaries. These rules mandate several critical compliance areas including user verification systems, responsible gaming measures, grievance redressal mechanisms, and content advisory requirements. Gaming platforms must implement age verification, deposit limits, time-based restrictions, and self-exclusion features to ensure responsible gaming practices.

Recent regulatory developments indicate increasing government focus on consumer protection, data privacy, and prevention of addiction-related harms. The Personal Data Protection Bill and emerging data localization requirements will significantly impact international gaming companies' operations, requiring local data storage, processing transparency, and user consent management systems.

Regulatory Area	Compliance Level	Implementation Timeline	Penalty Risk
User Verification	Mandatory	Immediate	High
Data Localization	Emerging	12-24 months	Medium-High
Content Moderation	Mandatory	Immediate	High
Responsible Gaming	Mandatory	Immediate	Medium
Tax Compliance	Mandatory	Immediate	Very High
State Regulations	Variable	Ongoing	High

Fig 6.1 Regulatory Compliance Framework

Source: Legal and Regulatory Analysis, Gaming Compliance Institute, 2024-2025

The Goods and Services Tax (GST) framework for online gaming has undergone significant evolution, with the GST Council implementing a standardized 28% tax rate on the full face value of online gaming transactions effective October 2023. This taxation structure applies uniformly across all gaming categories, including skill-based games, casual gaming, and real-money gaming platforms, creating predictable tax obligations for gaming operators.

The full face value taxation approach represents a fundamental shift from previous models that taxed only platform fees or gross gaming revenue. Under current regulations, GST applies to the entire amount that users deposit or pay for gaming services, regardless of the platform's actual revenue margin. This taxation method significantly impacts pricing strategies, user acquisition costs, and overall business model viability for gaming companies.

Input tax credit mechanisms remain complex within the gaming sector, as service providers must navigate intricate regulations regarding eligible credits, documentation requirements, and compliance procedures. Gaming companies can claim input tax credits for legitimate business expenses, technology services, and operational costs, but must maintain comprehensive documentation to support these claims during tax audits.

Cross-border taxation presents additional challenges for international gaming companies, particularly regarding the place of supply determination, foreign exchange regulations, and transfer pricing compliance. Companies operating across multiple jurisdictions must implement sophisticated tax management systems to ensure accurate tax calculation, timely payment, and comprehensive reporting across all applicable tax authorities.

The taxation framework creates specific challenges for different gaming business models. Free-to-play games with in-app purchase monetization face GST obligations on all user transactions, potentially affecting user willingness to make small-value purchases. Subscription-based games must apply GST to recurring payment amounts, while advertising-supported games face taxation on advertising revenue streams.

State-level tax variations compound central GST obligations, as some states maintain additional taxes or fees for gaming operations. Companies must monitor evolving state regulations and implement systems capable of managing multiple tax jurisdictions simultaneously.

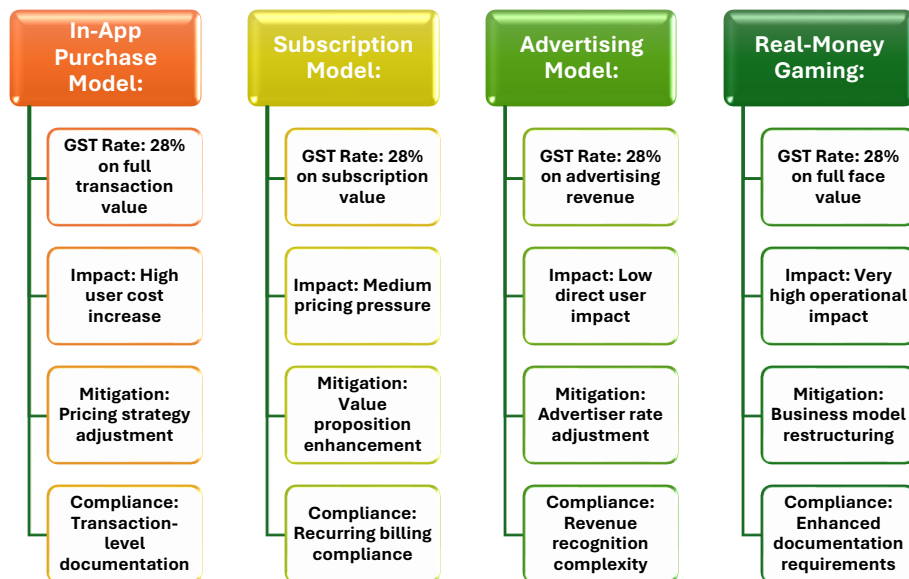


Fig 6.2 Tax Impact Analysis by Business Model

Source: Tax Policy Analysis, Gaming Industry Tax Research, 2024

6.2 Foreign Direct Investment Rules and Market Entry Barriers

India's Foreign Direct Investment (FDI) policy for the gaming sector operates under the broader framework of FDI regulations for the information technology and telecommunications sectors. The current policy allows 100% FDI in the software and information technology services sector through the automatic route, which includes gaming software development and related services. This favorable FDI environment enables international companies to establish wholly-owned subsidiaries, joint ventures, or acquire existing Indian gaming companies without prior government approval for most gaming activities.

However, specific gaming categories face additional regulatory scrutiny and potential restrictions. Real-money gaming, particularly activities that may be construed as gambling or betting, encounter more complex regulatory requirements and may require government approval through the approval route rather than the automatic route. International companies planning to enter real-money gaming segments must conduct comprehensive legal due diligence and may need to structure investments through Indian partners or obtain specific regulatory clearances.

The automatic route for FDI applies to gaming companies engaged in game development, publishing, distribution, and technology services, provided these activities comply with existing sectoral regulations and guidelines. Companies

can establish operations, acquire Indian gaming startups, or create joint ventures with local partners without seeking prior government approval, streamlining market entry processes for most gaming business models.

Sectoral caps and ownership restrictions vary depending on the specific gaming activities and associated regulatory classifications. While pure technology and software development face minimal restrictions, companies involved in broadcasting, telecommunications, or financial services integration may encounter ownership limitations or approval requirements that affect overall business structure.

Recent policy developments indicate increasing government support for digital gaming as part of broader digital economy promotion initiatives. The National Digital Communications Policy and various startup promotion schemes provide favorable conditions for international gaming companies, particularly those bringing advanced technology, creating employment, and contributing to India's digital infrastructure development.

Market entry barriers beyond regulatory requirements include intense competition, established local player advantages, cultural localization requirements, and technical infrastructure challenges. International companies must develop comprehensive market entry strategies that address regulatory compliance, competitive positioning, and operational capabilities simultaneously.

 Investment Category	 FDI Limit	 Route	 Approval Timeline	 Key Restrictions
Game Development	100%	Automatic	Immediate	Compliance required
Publishing/Distribution	100%	Automatic	Immediate	Content guidelines
Real-Money Gaming	Variable	Approval	3-6 months	State regulations
Technology Services	100%	Automatic	Immediate	Data localization
Esports Operations	100%	Automatic	Immediate	Broadcasting rules

Fig 6.3 FDI Policy Framework for Gaming

Source: FDI Policy Analysis, Investment and Business Intelligence, 2024





07 Opportunities & Challenges for Thai Content Creators

7.1 Market Gaps and Unexplored Gaming Genres

The Indian gaming market presents several underexplored segments that offer significant opportunities for Thai content creators with specialized expertise and cultural insights. Narrative-driven gaming represents a particularly compelling opportunity, as Indian audiences demonstrate strong appreciation for storytelling, mythology, and character-driven experiences, yet relatively few games effectively leverage India's rich cultural narratives and storytelling traditions.

Educational gaming emerges as a substantial market gap, with India's massive education sector and parental emphasis on learning creating demand for engaging educational content. The convergence of entertainment and education, particularly in subjects like mathematics, language learning, science, and cultural studies, presents opportunities for Thai developers with expertise in gamified learning systems. The government's digital

education initiatives and increasing smartphone penetration in educational contexts create favorable market conditions for well- designed educational gaming content. Cultural simulation and virtual tourism represent unique opportunities for Thai creators to leverage their expertise in hospitality, cultural presentation, and immersive experiences. Indian users show increasing interest in virtual exploration, cultural learning, and destination discovery, creating potential for games that showcase Thai culture, tourism destinations, and cultural exchange experiences.

Wellness and mindfulness gaming represents an emerging category aligned with growing health consciousness and stress management needs among Indian urban populations. Thai creators with expertise in meditation apps, wellness programs, and holistic health approaches could develop gaming experiences that combine entertainment with mental health benefits, stress reduction, and lifestyle improvement.

Social impact gaming presents opportunities for creators interested in addressing social issues, environmental challenges, and community development themes. Indian audiences demonstrate increasing awareness of social responsibility and environmental concerns, creating market potential for games that combine entertainment with meaningful social messaging and positive behavioral change promotion.



Fig 7.1 Market Opportunity Analysis

Source: Market Opportunity Research, Gaming Industry Forecasts, 2024-2025

7.2 Cultural and Localization Challenges

Thai content creators face significant cultural localization challenges when adapting content for Indian audiences, requiring deep understanding of cultural

sensitivities, regional preferences, and social dynamics. Religious and cultural sensitivity represents the most critical challenge, as India's diverse religious landscape includes Hindu, Muslim, Christian, Sikh, Buddhist, and other communities, each with specific cultural considerations and potential sensitivities regarding content representation.

Language localization extends beyond translation to encompass cultural context, humour, social references, and communication styles that vary significantly between Thai and Indian cultural frameworks. Indian audiences use multiple languages simultaneously, code-switching between English, Hindi, and regional languages depending on context, creating complex localization requirements that demand native cultural understanding rather than simple linguistic translation.

Social hierarchy and relationship dynamics differ substantially between Thai and Indian cultures, affecting character design, narrative structure, and social interaction features. Indian social structures incorporate complex family relationships, generational respect patterns, and community hierarchies that must be accurately reflected in gaming content to achieve authentic cultural resonance.

Festival and celebration integration requires careful attention to India's extensive calendar of religious and cultural celebrations, each with specific traditions, symbols, and cultural significance. Thai creators must understand not only major festivals like Diwali, Holi, and Eid, but also regional celebrations, seasonal festivals, and community-specific observances that vary across different parts of India.

Food culture, clothing styles, architectural preferences, and aesthetic sensibilities require careful adaptation to align with Indian preferences while maintaining the unique value propositions that Thai creators bring to the market. This cultural bridging demands extensive research, local cultural consultation, and iterative testing with Indian user groups.

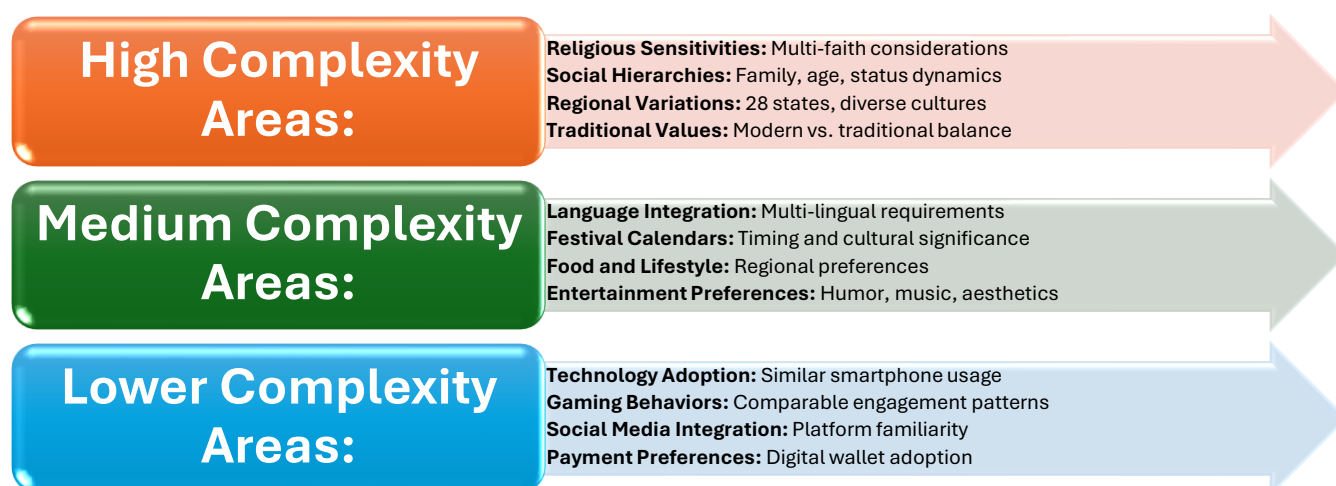


Fig 7.2 Cultural Localization Complexity Matrix
 Source: Cultural Localization Research, Cross-Cultural Gaming Institute, 2024

7.3 Monetization Challenges and Payment Preferences

Indian gaming users demonstrate unique payment behaviours and preferences that create both opportunities and challenges for Thai content creators seeking to optimize monetization strategies. The price sensitivity of Indian consumers requires careful consideration of pricing strategies, with users showing strong preference for free-to-play models with optional premium features rather than upfront purchase requirements.

The average revenue per user (ARPU) in India remains significantly lower than developed markets, typically ranging from \$2-15 annually depending on gaming category and user segment. This low ARPU environment demands high user volume strategies, efficient user acquisition approaches, and careful cost structure management to achieve sustainable profitability.

Payment method preferences in India favor digital wallets, UPI (Unified Payments Interface), and net banking over credit card transactions. International payment systems may face adoption challenges, requiring integration with local payment processors and familiarity with Indian digital payment ecosystems. The predominance of small-value transactions necessitates payment system optimization for micro-transactions and efficient processing of numerous low-value payments.

Regional pricing strategies become critical given India's diverse economic conditions across different states and urban-rural divisions. Thai creators must implement

sophisticated pricing models that accommodate varying purchasing power while maintaining fair monetization opportunities across user segments.

Seasonal spending patterns align with Indian cultural and economic cycles, including festival seasons, bonus periods, and agricultural cycles that affect disposable income availability. Understanding these patterns enables optimized promotional timing, event planning, and content release scheduling.

Trust and security concerns affect payment behaviour, particularly for international gaming companies without established local reputation. Building payment security confidence, providing local customer support, and demonstrating regulatory compliance contribute to improved payment conversion rates.

Payment Method	Usage Rate (%)	User Preference	Implementation Complexity
UPI	65%	Very High	Medium
Digital Wallets	55%	High	Medium
Net Banking	35%	Medium	High
Credit Cards	25%	Low-Medium	Low
Prepaid Cards	15%	Low	Medium
Cash-based	10%	Low	High

Fig 7.3 Payment Preference Analysis

Source: Payment Behaviour Analysis, Digital Payments Research Institute, 2024





08 Strategic Analysis & Market Entry Approaches

8.1 SWOT Analysis of the Indian Online Gaming Market

Strengths

The Indian online gaming market demonstrates exceptional structural advantages that create compelling opportunities for international content creators. The demographic dividend represents the market's most significant strength, with over 600 million internet users, a median age of 28 years, and rapidly expanding smartphone adoption across urban and rural areas. This young, digitally native population demonstrates high engagement with interactive entertainment and increasing willingness to spend on digital gaming experiences.

Infrastructure improvements continue accelerating market growth potential, with expanding 4G coverage, emerging 5G networks, and dramatically reduced data costs enabling sustained gaming engagement across diverse economic segments. The telecommunications sector's competitive dynamics have created some of the world's most affordable data plans, removing cost barriers that historically limited gaming adoption in price-sensitive markets.

The regulatory environment, while complex, is stabilizing with clearer guidelines, predictable taxation frameworks, and government recognition of gaming as a legitimate digital economy sector. Recent policy developments demonstrate increasing official support for digital gaming as part of broader economic development and technology adoption initiatives.

Technical talent availability in India creates opportunities for collaborative development, local hiring, and technology partnership arrangements. India's software development expertise, cost-effective technical resources, and growing gaming industry ecosystem provide valuable capabilities for international companies seeking local development support.

Weaknesses

Market fragmentation across languages, cultures, and regional preferences creates significant localization challenges and increased operational complexity for international entrants. The diversity that represents India's cultural richness simultaneously complicates content development, marketing strategies, and user acquisition approaches.

Low average revenue per user (ARPU) compared to developed markets constrains monetization potential and requires high user volume strategies for sustainable profitability. The price-sensitive nature of Indian consumers demands careful pricing strategies and efficient operational models.

Intense competition from established domestic players with deep local market knowledge, existing user relationships, and optimized business models creates challenging competitive dynamics. International entrants must differentiate significantly to compete effectively against companies with natural local advantages.

Infrastructure limitations in rural and semi-urban areas, including inconsistent internet connectivity, limited high-speed access, and varying device capabilities, constrain addressable market size and require additional technical optimization investments.

Opportunities

Emerging gaming categories including educational gaming, wellness gaming, and cultural exchange experiences present underexplored market segments with significant growth potential. Thai creators with specialized expertise in these areas could establish early market leadership positions.

The expanding female gaming demographic, now representing 44% of users, creates opportunities for content specifically designed for women gamers' preferences, social gaming behaviours, and engagement patterns.

Government digital initiatives, including Digital India programs, educational technology adoption, and startup ecosystem support, create favorable policy environments and potential partnership opportunities with official development programs.

Rural market penetration represents massive untapped potential, with improving connectivity and smartphone adoption creating access to hundreds of millions of potential new users in smaller cities and rural areas.

Threats

Regulatory uncertainty and potential policy changes could significantly impact business operations, particularly for real-money gaming, cross-border data flows, and foreign investment regulations. The complex regulatory environment requires ongoing compliance monitoring and adaptation capabilities.

Economic volatility and currency fluctuation risks affect revenue predictability and financial planning for international companies operating across currency boundaries. Political or economic instability could impact consumer spending and market growth trajectories.

Cultural sensitivity challenges and potential content controversies pose reputational risks for international companies lacking deep local cultural understanding. Misaligned content or insensitive cultural representation could result in user backlash and regulatory attention.

Intellectual property protection concerns and enforcement challenges create risks for companies investing in original content development and innovative gaming technologies.

Category	Impact Level	Strategic Priority	Recommended Action
Strengths	Very High	Leverage	Build on demographic advantages
Weaknesses	High	Address	Develop localization expertise
Opportunities	Very High	Capture	Enter emerging segments early
Threats	Medium-High	Mitigate	Build regulatory compliance

Fig 8.1 SWOT Strategic Matrix

8.2 Localization Strategies for Thai Content

Successful localization of Thai gaming content for Indian audiences requires comprehensive strategies that extend beyond surface-level adaptations to encompass deep cultural integration, technical optimization, and market-specific feature development. Thai creators must approach localization as fundamental product development rather than post-production modification.

Cultural narrative adaptation represents the foundation of effective localization, requiring Thai creators to identify universal themes within their content while incorporating Indian cultural elements, storytelling traditions, and mythological references. This process involves reimagining character backgrounds, plot structures, and thematic elements to resonate with Indian audiences while maintaining the unique creative vision that differentiates Thai content.

Visual and aesthetic localization encompasses character design, environmental art, user interface elements, and promotional materials that reflect Indian cultural preferences and aesthetic sensibilities. This includes adapting clothing styles, architectural elements, colour schemes, and symbolic representations to align with Indian cultural contexts while preserving the visual quality and artistic integrity of original Thai designs.

Technical localization addresses the unique infrastructure and device constraints of the Indian market, requiring optimization for low-specification Android devices, efficient data usage, and variable network connectivity conditions. Thai developers must implement progressive downloading, adaptive quality scaling, and offline functionality to ensure consistent user experiences across India's diverse technical environment.

Language integration strategies must accommodate India's multilingual user base through strategic language prioritization, culturally appropriate translation approaches, and regional dialect considerations. Rather than comprehensive multi-language support, Thai creators should focus on Hindi and English integration with regional language expansion based on user adoption patterns and market feedback.

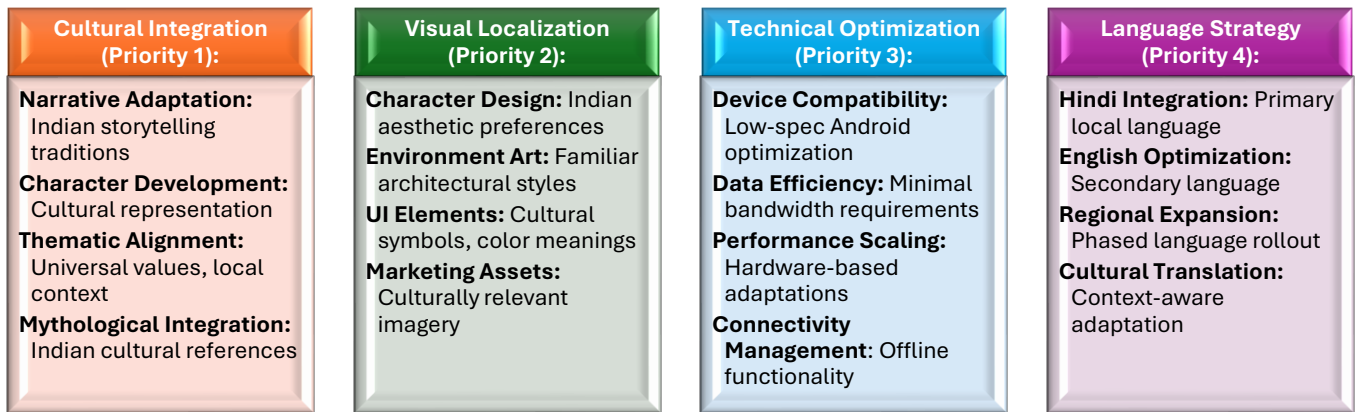


Fig 8.2 Localization Strategy Framework

Source: Localization Strategy Development, Cultural Gaming Research Institute, 2024

8.3 Marketing and Distribution Strategies

Effective marketing and distribution strategies for Thai gaming content in India must navigate the complex media landscape, diverse audience segments, and unique digital consumption patterns that characterize the Indian market. Success requires integrated approaches that combine digital marketing excellence with deep understanding of Indian consumer behavior and cultural preferences.

Influencer marketing represents the most effective customer acquisition strategy for gaming content in India, with gaming influencers, content creators, and social media personalities commanding significant audience engagement and trust. Thai creators should prioritize partnerships with Indian gaming influencers who demonstrate authentic engagement with gaming content and possess audiences aligned with target demographic profiles.

Social media marketing strategies must adapt to India's unique social platform ecosystem, where users maintain active presences across multiple platforms including Instagram, YouTube, Twitter, and emerging Indian social networks. Content marketing approaches should emphasize video content, live streaming demonstrations, and community engagement rather than traditional advertising formats.

Regional marketing approaches acknowledge India's diversity by developing targeted campaigns for different linguistic and cultural segments. Rather than uniform national campaigns, successful strategies involve sequential market entry beginning with high-potential regions and expanding based on initial success and learning.

Partnership distribution strategies with established Indian gaming platforms, app stores, and digital distribution networks provide efficient market access while leveraging existing user acquisition infrastructure. These partnerships often include promotional support, featured placement opportunities, and local market expertise that accelerates user adoption.

Community building strategies focus on creating engaged user communities around Thai gaming content through social features, user-generated content encouragement, and community management programs. Indian gamers demonstrate high social gaming preferences, making community development critical for sustained user engagement and retention.

 Marketing Channel	 Effectiveness Score	 Cost Efficiency	 Audience Reach	 Implementation Difficulty
 Gaming Influencers	9.2/10	High	Medium-High	Medium
 Social media Advertising	8.5/10	Medium	Very High	Low
 Community Building	8.3/10	High	Medium	High
 Platform Partnerships	8.0/10	Medium	High	Medium
 Traditional Advertising	6.5/10	Low	Very High	Low
 PR and Media	7.2/10	High	Medium	Medium

Fig 8.3 Marketing Channel Effectiveness Analysis

Source: Marketing Effectiveness Research, Digital Marketing Analytics Institute, 2024





09 Strategic Recommendations for Thai Content Creators

9.1 Business Models Suited for India

Thai content creators seeking success in the Indian gaming market should prioritize freemium business models that combine accessible entry points with sophisticated monetization pathways. The freemium approach aligns with Indian consumer preferences for trying products before purchasing while providing multiple monetization opportunities through in-app purchases, premium features, and subscription upgrades.

The most successful freemium implementation for Thai creators involves offering substantial free content that demonstrates full game quality and engagement potential, while reserving premium features for enhanced experiences rather than core functionality. This approach builds user trust, enables viral growth through free user recommendations, and creates natural upgrade pathways for engaged users willing to invest in enhanced experiences.

Advertising-supported business models present excellent opportunities for Thai creators, particularly those developing casual gaming content with broad demographic

appeal. The Indian digital advertising market continues growing rapidly, with gaming environments providing valuable premium advertising inventory for brands seeking engaged audiences.

Hybrid monetization strategies combining multiple revenue streams provide optimal risk distribution and revenue maximization. Successful implementations include base freemium models supplemented with rewarded advertising, optional subscriptions for premium experiences, and limited-time premium content offerings that create urgency without alienating free users.

Subscription gaming models, while requiring careful implementation, show growing acceptance among Indian users familiar with digital subscriptions across entertainment categories. Thai creators should consider subscription models for content-rich gaming experiences that provide ongoing value through regular updates, exclusive content, and premium community features.

Partnership-based business models with Indian gaming companies, content distributors, or technology platforms provide risk reduction and market access benefits. Revenue sharing arrangements, licensing agreements, and co-development partnerships enable Thai creators to leverage local market expertise while maintaining creative control over their content.

Business Model	Revenue Potential	Market Acceptance	Implementation Complexity	Risk Level
Freemium	High	Very High	Medium	Low-Medium
Ad-Supported	Medium-High	High	Low-Medium	Low
Subscription	Medium	Medium-High	High	Medium
Hybrid Model	Very High	High	High	Medium
Partnership-Based	Medium-High	High	Medium-High	Low
Premium/Paid	Low	Low	Low	High

Fig 9.1 Business Model Viability Assessment
Source: Business Model Analysis, Gaming Economics Research Institute, 2024

9.2 Collaborations & Partnerships with Indian Gaming Firms

Strategic partnerships with Indian gaming companies provide Thai creators with accelerated market access, local expertise, and shared risk opportunities that significantly improve success probabilities. These partnerships take various forms, each offering distinct advantages and requiring specific strategic approaches for optimal implementation.

Technology partnerships with Indian gaming studios provide access to local development talent, cultural expertise, and technical capabilities optimized for Indian market requirements. These collaborations often involve shared development resources, cultural consultation services, and technical optimization support that enables Thai creators to develop India-specific versions of their content while maintaining global appeal.

Distribution partnerships with established Indian gaming platforms, app stores, and digital distribution networks provide immediate market access and user acquisition support. Leading Indian gaming platforms often seek international content to differentiate their offerings, creating mutual benefit opportunities for Thai creators seeking efficient distribution while platforms acquire unique content.

Co-development partnerships enable Thai creators to combine their creative expertise with Indian companies' local market knowledge and technical capabilities. These arrangements often result in original gaming content specifically designed for Indian audiences while incorporating Thai creative elements and development approaches.

Marketing and promotion partnerships with Indian digital marketing agencies, influencer networks, and community management companies provide specialized expertise in reaching Indian gaming audiences through culturally appropriate channels and messaging strategies.

Investment partnerships with Indian venture capital firms, gaming-focused investors, and strategic corporate partners provide funding support combined with market expertise and strategic guidance for successful market entry and expansion.

Licensing partnerships enable Thai creators to monetize their intellectual property through Indian companies while maintaining ownership of their creative assets. These arrangements often include guaranteed revenue streams, local market adaptation rights, and promotional support from Indian partners.

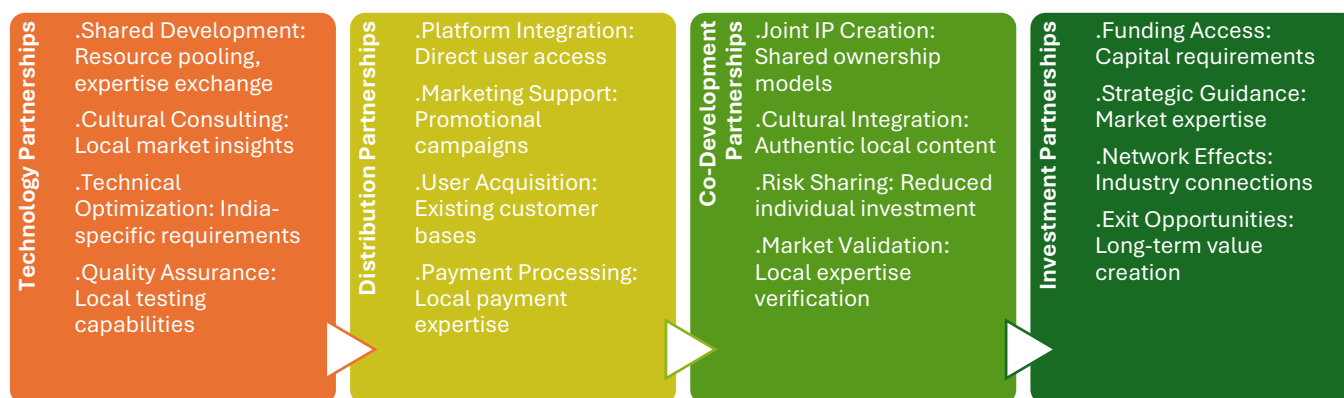


Fig 9.2 Partnership Strategy Matrix

Source: Partnership Strategy Development, Gaming Alliance Research, 2024

9.3 Investment & Funding Opportunities

The Indian gaming ecosystem offers diverse funding opportunities for Thai content creators, ranging from government grants and incubation programs to venture capital investments and strategic corporate partnerships. Understanding these funding sources and their specific requirements enables Thai creators to access capital while building strategic relationships that support long-term success.

Government funding programs through initiatives like Digital India, Startup India, and various state-level technology development programs provide grants, subsidies, and incubation support for international companies establishing operations in India. These programs often include funding for technology development, local hiring, and market development activities that align with India's economic development objectives.

Venture capital investment in Indian gaming has increased significantly, with specialized gaming- focused funds, technology investors, and strategic corporate venture arms actively seeking innovative gaming content and technology companies. Thai creators with proven track records, scalable business models, and India-specific strategies can access growth capital through these investment channels.

Angel investor networks in India's major technology hubs include gaming industry veterans, successful entrepreneurs, and technology executives who provide both capital and mentorship for gaming startups. These investors often prefer early-stage companies with innovative gaming concepts and strong founding teams.

Strategic corporate partnerships with Indian telecommunications companies, technology firms, and media conglomerates provide investment capital combined with

distribution partnerships, technical resources, and market access opportunities. These partnerships often involve minority investments or joint venture structures that align strategic interests.

Crowdfunding platforms and community-funded development models show growing acceptance in India, particularly for gaming content with strong community appeal and social impact elements. These funding approaches enable Thai creators to build user communities while raising development capital.

International development funding from organizations supporting cross-border technology collaboration, cultural exchange programs, and Thailand-India bilateral initiatives may provide grants or low-cost capital for gaming projects that promote cultural understanding and economic cooperation.

<i>Funding Source</i>	<i>Typical Amount (USD)</i>	<i>Equity Requirements</i>	<i>Strategic Value</i>	<i>Approval Timeline</i>
<i>Government Grants</i>	\$50K-500K	None	High	6-12 months
<i>VC Investment</i>	\$1M-10M+	15-30%	Very High	3-6 months
<i>Angel Investment</i>	\$100K-1M	10-20%	Medium-High	2-4 months
<i>Corporate Partnership</i>	\$500K-5M	Variable	Very High	6-18 months
<i>Crowdfunding</i>	\$50K-500K	None	Medium	2-6 months
<i>International Funding</i>	\$100K-1M	None	Medium	6-24 months

Fig 9.3 Funding Source Analysis

Source: Funding Landscape Analysis, Gaming Investment Research Institute, 2024





10 Conclusion & Next Steps

10.1 Recommended Roadmap for Thai Gaming Companies

The strategic roadmap for Thai gaming companies entering the Indian market should follow a phased approach that balances market opportunity capture with risk management and resource optimization. This roadmap provides a structured framework for market entry while maintaining flexibility for adaptation based on market feedback and evolving conditions.

Phase 1: Market Preparation and Foundation Building (Months 1-6)

Thai gaming companies should begin with comprehensive market research, regulatory compliance preparation, and initial partnership development. This foundational phase involves establishing legal entities, understanding tax obligations, and building relationships with potential Indian partners, distributors, and service providers.

Market research activities should include user behavior analysis, competitive intelligence gathering, and cultural consultation to inform localization strategies. Companies should engage with Indian cultural consultants, gaming industry experts, and potential user groups to validate content concepts and identify market positioning opportunities.

Legal and regulatory preparation requires engaging with Indian legal experts, establishing tax compliance systems, and developing understanding of ongoing regulatory requirements. Companies should prepare documentation, compliance procedures, and operational frameworks that ensure full regulatory adherence from market entry.

Partnership development involves identifying and engaging with potential Indian collaborators, including technology partners, distribution platforms, marketing agencies, and financial service providers. Initial partnership discussions should focus on mutual value creation, strategic alignment, and operational compatibility.

Phase 2: Product Localization and Testing (Months 4-12)

Product development and localization activities should incorporate cultural adaptation, technical optimization, and market-specific feature development. Thai companies should prioritize mobile optimization, Hindi language integration, and cultural content adaptation while maintaining their unique creative value propositions.

Beta testing programs with Indian user groups provide critical feedback for product refinement and cultural validation. These testing programs should include diverse demographic segments, regional representations, and various technical environments to ensure broad market compatibility.

Payment system integration and monetization strategy implementation require careful attention to Indian payment preferences, pricing optimization, and user experience optimization. Companies should implement multiple payment options, regional pricing strategies, and clear value propositions for premium features.

Marketing strategy development and initial campaign preparation should incorporate learnings from user testing, cultural research, and competitive analysis. Marketing approaches should emphasize authentic cultural integration, community building, and gradual market penetration rather than aggressive mass market campaigns.

Phase 3: Market Launch and Initial Operations (Months 10-18)

Soft launch strategies enable controlled market entry with limited geographic focus, allowing companies to optimize operations, gather user feedback, and refine approaches before broader market expansion. Initial launch should focus on high-potential urban markets with strong infrastructure and gaming adoption.

User acquisition campaigns should emphasize authentic community building, influencer partnerships, and organic growth rather than purely paid acquisition

strategies. Early user engagement and retention optimization provide foundations for sustainable growth and positive word-of-mouth marketing.

Operational optimization includes customer support establishment, community management implementation, and technical infrastructure scaling to support growing user bases. Companies should prepare for rapid scaling while maintaining service quality and user satisfaction.

Performance monitoring and optimization systems enable data-driven decision making and rapid response to market feedback.

Phase 4: Scale and Expansion (Months 16-36)

Market expansion strategies should incorporate learnings from initial launch phases to enable geographic expansion, demographic diversification, and product line extension opportunities. Successful initial market performance provides foundations for broader market penetration and strategic partnerships.

Advanced feature development and content expansion maintain user engagement while attracting new user segments. Companies should invest in India-specific content creation, advanced social features, and emerging technology integration to maintain competitive differentiation.

Partnership expansion and strategic alliance development enable accelerated growth through established distribution channels, marketing partnerships, and technology collaborations. Successful market presence creates opportunities for advantageous partnerships and strategic relationships.

Phase	Duration	Key Activities	Success Metrics	Investment Level
 Preparation	6 months	Research, compliance, partnerships	Legal setup, partnerships	Medium
 Localization	8 months	Product development, testing	User feedback, Performance	High
 Launch	8 months	Market entry, initial operations	User acquisition, Retention	High
 Scale	20 months	Expansion, optimization	Revenue, market share	Very High

Fig 10.1 Implementation Timeline Overview

Source: Strategic Implementation Framework, Gaming Market Entry Institute, 2025

10.2 Future Outlook of the Indian Gaming Industry

The Indian gaming industry's trajectory toward 2030 indicates continued rapid growth with evolving user preferences, technological advancement integration, and regulatory framework maturation. Thai content creators entering the market can expect sustained growth opportunities combined with increasing sophistication in user expectations, competitive dynamics, and operational requirements.

Technological evolution will fundamentally reshape gaming experiences, with 5G network expansion enabling premium mobile gaming, cloud gaming adoption reducing hardware barriers, and AI integration creating personalized gaming experiences. These technological advances create opportunities for innovative content creators who can leverage emerging technologies while maintaining focus on user engagement and cultural relevance.

The demographic evolution of Indian gaming audiences will continue expanding beyond traditional gaming segments, with increased female participation, growing rural market penetration, and cross-generational gaming adoption. This demographic expansion creates sustained market growth potential while requiring increasingly sophisticated content strategies that appeal to diverse audience preferences and cultural contexts.

Regulatory framework maturation will provide greater operational predictability while potentially introducing new compliance requirements related to data protection, user safety, and cross-border operations. Thai companies should prepare for evolving regulatory environments through flexible compliance systems and ongoing legal expertise engagement.

Competitive dynamics will intensify as both domestic and international companies recognize India's growth potential, requiring Thai creators to maintain differentiation through unique content, superior user experiences, and authentic cultural integration. Success will increasingly depend on execution excellence rather than merely market entry timing.

Market consolidation trends may create partnership and acquisition opportunities for successful Thai gaming companies, as larger companies seek innovative content and established user bases. Thai creators who successfully establish market presence may benefit from strategic exit opportunities or growth capital access through established market participants.

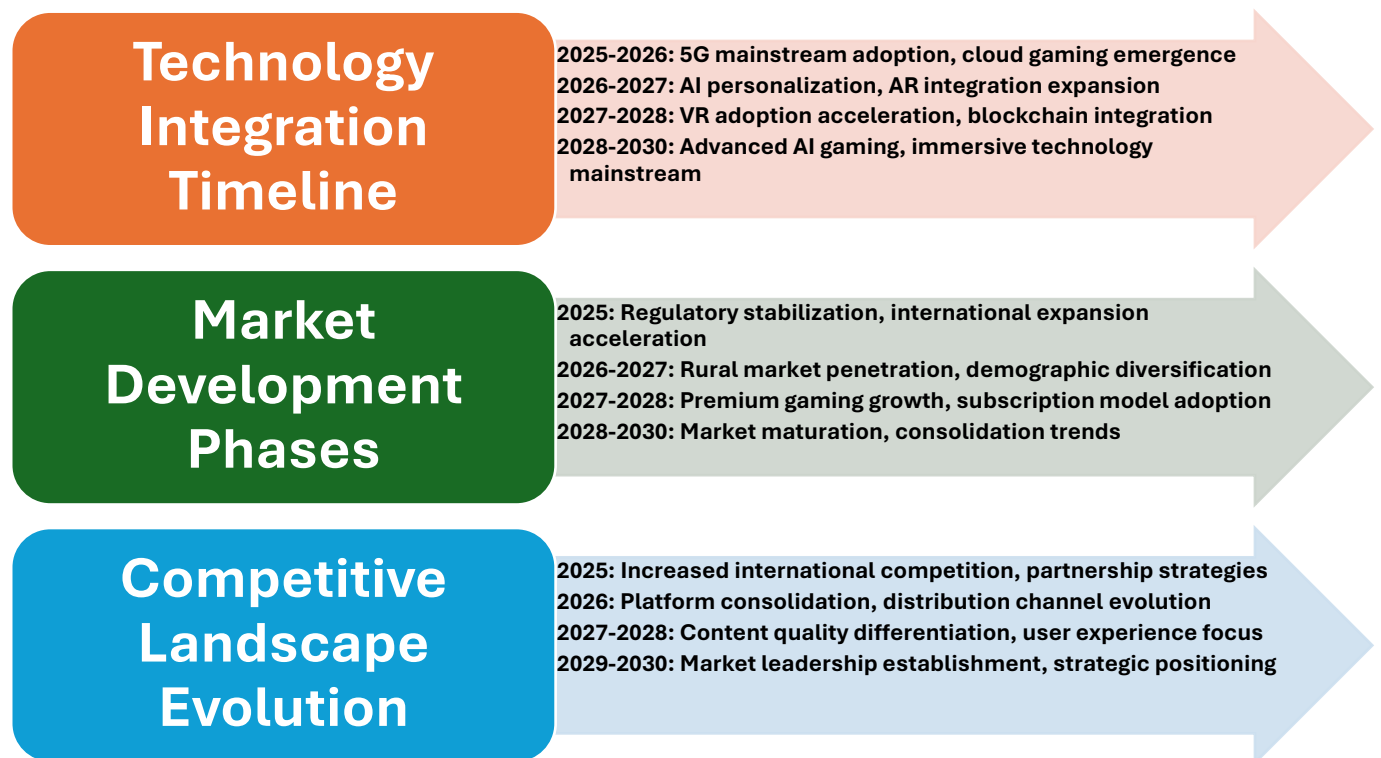


Fig 10.2 Industry Evolution Forecast 2025-2030

The convergence of technological advancement, demographic expansion, and regulatory maturation creates a favorable long-term outlook for Thai gaming companies willing to invest in deep market understanding, cultural integration, and operational excellence. Success will require sustained commitment, adaptive strategies, and authentic engagement with Indian gaming communities.

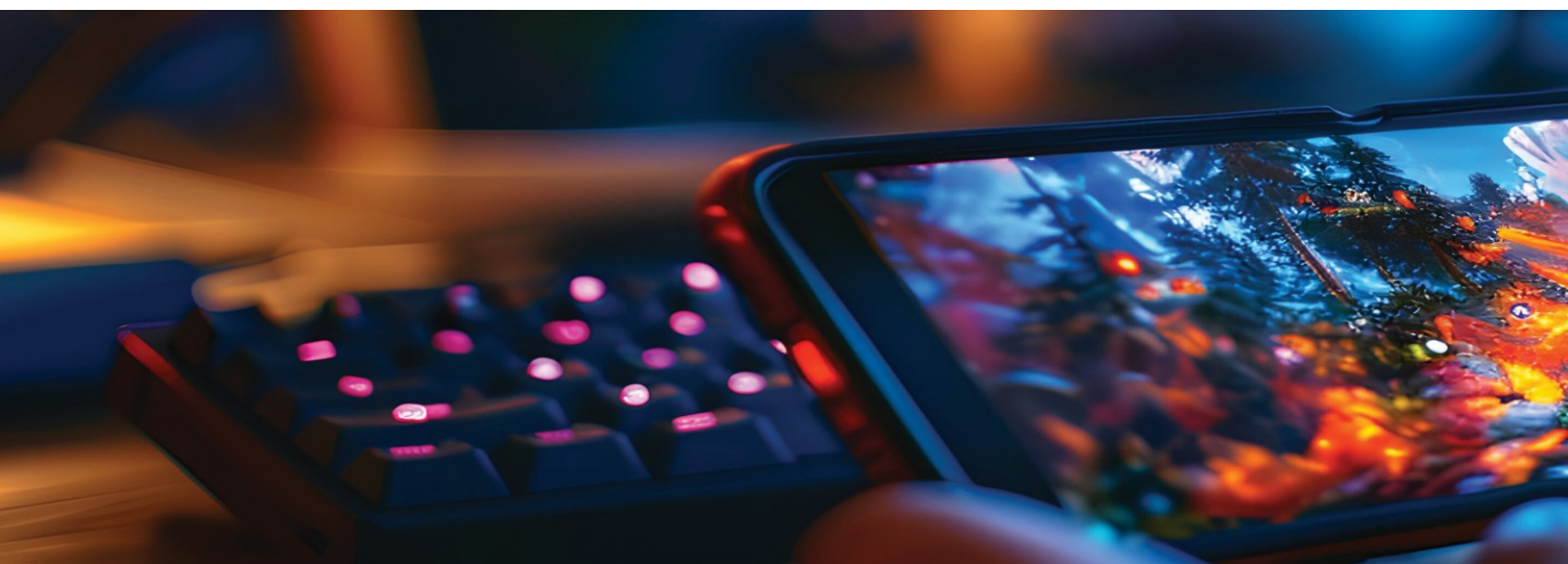
Thai creators who establish successful operations in India's gaming market can expect opportunities for regional expansion into other South Asian markets, potential for reverse innovation that benefits global operations, and access to one of the world's largest and most dynamic gaming audiences. The Indian gaming market represents not merely a business opportunity but a strategic platform for sustainable international growth and cultural exchange.

Success Factor	Importance Level	Implementation Difficulty	Competitive Advantage
🌐 Cultural Integration	Critical	High	Very High
⚙️ Technical Excellence	Critical	Medium-High	High
👥 User Community Building	High	High	Very High
📋 Regulatory Compliance	Critical	Medium	Medium
🤝 Partnership Development	High	Medium	High
💡 Content Innovation	High	High	Very High

Fig 10.3 Strategic Success Factors for Long-term Market Leadership

The Indian gaming market's future belongs to companies that combine global gaming expertise with authentic local market engagement, technological innovation with cultural sensitivity, and business success with positive social impact. Thai content creators possess unique advantages in cultural adaptability, creative innovation, and user experience design that position them well for sustained success in India's dynamic gaming ecosystem.

For Thai gaming companies, the Indian market represents more than business expansion—it offers the opportunity to contribute to cultural exchange, technological advancement, and creative innovation that benefits both Thai and Indian gaming communities. The companies that approach this market with respect, commitment, and authentic engagement will find not just business success but meaningful contribution to the global gaming industry's evolution.





11 References & Additional Resources

Industry Reports & Market Data Sources

Primary Market Research Organizations:

- **KPMG India**
 - Report: "The Future of Gaming in India 2024"
 - Website: www.kpmg.com/in
 - Corporate Address: Building 10, 8th Floor, DLF Cyber City Phase II, Gurgaon, Haryana 122002
 - General Contact: +91-124-307-4000
 - Email: in-fmkpmg@kpmg.com
- **Deloitte India**
 - Report: "Digital Gaming: The Next Growth Engine 2024"
 - Website: www2.deloitte.com/in
 - Corporate Address: 7th Floor, Building 10, DLF Cyber City Complex, Gurgaon, Haryana 122002
 - General Contact: +91-124-679-2000

- Email: indeloitte@deloitte.com
- **Deloitte India**
 - Report: "Digital Gaming: The Next Growth Engine 2024"
 - Website: www2.deloitte.com/in
 - Corporate Address: 7th Floor, Building 10, DLF Cyber City Complex, Gurgaon, Haryana 122002
 - General Contact: +91-124-679-2000
 - Email: indeloitte@deloitte.com
- **EY India (Ernst & Young)**
 - Report: "Gaming Segment Analysis - M&E Report 2024"
 - Website: www.ey.com/en_in
 - Corporate Address: 6th Floor, HT House, 18-20 Kasturba Gandhi Marg, New Delhi 110001
 - General Contact: +91-11-4363-3000
 - Email: info@in.ey.com
- **Boston Consulting Group (BCG) India**
 - Report: "India's Gaming Revolution: Opportunities and Challenges"
 - Website: www.bcg.com/en-in
 - Corporate Address: Nariman Point, 14th Floor, Express Towers, Mumbai, Maharashtra 400021
 - General Contact: +91-22-6749-7000
 - Email: india@bcg.com
- **McKinsey & Company India**
 - Report: "Gaming as a Digital Economy Driver 2024"
 - Website: www.mckinsey.com/in
 - Corporate Address: Express Building, 4th Floor, 9-10 Bahadur Shah Zafar Marg, New Delhi 110002
 - General Contact: +91-11-4179-7000
 - Email: india@mckinsey.com

Industry Associations & Research Bodies:

- **All India Gaming Federation (AIGF)**
 - Website: www.aigf.org
 - Corporate Address: 1st Floor, Plot No. 85, Sector 44, Gurgaon, Haryana 122003
 - Contact: +91-124-451-7092
 - Email: info@aigf.org

- **Esports Federation of India (ESFI)**
 - Website: www.esfi.in
 - Corporate Address: New Delhi (Contact via website for current address)
 - Email: contact@esfi.in
- **Federation of Indian Chambers of Commerce (FICCI)**
 - Gaming Committee
 - Contact Website: www.ficci.in
 - Corporate Address: Federation House, Tansen Marg, New Delhi 110001
 - Contact: +91-11-2373-8760
 - Email: ficci@ficci.com
- **Ministry of Electronics and Information Technology (MeitY)**
 - Information Technology Act, 2000 & Online Gaming Rules 2023
 - Website: www.meity.gov.in
 - Corporate Address: Electronics Niketan, 6 CGO Complex, Lodhi Road, New Delhi 110003
 - Contact: +91-11-2430-1851
- **Personal Data Protection Authority**
 - Personal Data Protection Bill, 2023 Implementation
 - Website: Contact through MeitY
 - Corporate Address: Under MeitY jurisdiction
 - Contact: Through MeitY channels
- **Ministry of Consumer Affairs**
 - Consumer Protection Act, 2019 Guidelines
 - Website: www.consumeraffairs.nic.in
 - Corporate Address: Krishi Bhawan, New Delhi 110001 Contact: +91-11-2338-2052
 - Email: secy-ca@nic.in

List of Major Game Studios & Distributors

- **Sony Interactive Entertainment India**
 - Website: www.playstation.com/en-in India
 - Office: Bandra Kurla Complex, Mumbai, Maharashtra 400051
 - Contact: +91-22-3077-3900
 - Email: Contact through website support
- **Microsoft Gaming India**
 - Website: www.xbox.com/en-IN
 - Corporate Address: DLF Cyber City, Building 5, Gurgaon, Haryana 122002
 - Contact: +91-124-460-8000
 - Email: Support through official channels
- **Electronic Arts (EA) India**
 - Website: www.ea.com/en-in India
 - Office: Hyderabad, Telangana (Multiple locations)
 - Contact: Through global customer service
 - Email: Contact via website support
- **Ubisoft India**
 - Website: www.ubisoft.com/en-in
 - Mumbai Office: Kalina, Bandra East, Mumbai, Maharashtra 400098
 - Office: Hinjawadi, Pune, Maharashtra 411057
 - Contact: +91-22-6797-8000
- **Tencent Games India**
 - BGMI and Mobile Gaming Operations
 - Website: www.tencent.com (No dedicated India site)
 - India Operations: Multiple city presence
 - Contact: Through official game support channels
- **Garena India**
 - Free Fire Operations
 - Website: www.garena.co.in
 - Corporate Address: Contact via regional support
 - Email: Support through game platforms

- **Supercell India**
 - Website: www.supercell.com
 - India Operations: Through local partners
 - Contact: Contact via game support systems
 - Email: Support through official channels

Major Indian Gaming Companies:

- **Dream Sports (Dream11)**
 - Website: www.dream11.com
 - Corporate Address: Vertex Building, Bandra Kurla Complex, Mumbai 400051
 - Contact: +91-22-7158-1111
 - Email: support@dream11.com
- **Mobile Premier League (MPL)**
 - Website: www.mpl.live
 - Corporate Address: Sarjapur Road, Bangalore, Karnataka 560035
 - Contact: +91-80-4719-1100
 - Email: support@mpl.live
- **Games24x7**
 - Website: www.games24x7.com
 - Corporate Address: Prestige Tech Platina, Bangalore, Karnataka 560087
 - Contact: +91-80-4061-6000
 - Email: contact@games24x7.com
- **Paytm First Games**
 - Website: www.paytmfirstgames.com
 - Corporate Address: Devika Tower, Nehru Place, New Delhi 110019
 - Contact: +91-120-4770-770
 - Email: care@paytm.com
- **WinZO Games**
 - Website: www.winzogames.com
 - Corporate Address: New Delhi (Contact via website)
 - Email: support@winzogames.com

- **Nazara Technologies**
 - Website: www.nazara.com
 - Corporate Address: 51-54, Maker Chamber III, Mumbai, Maharashtra 400021
 - Contact: +91-22-4050-5050
 - Email: info@nazara.com
- **99Games**
 - Website: www.99games.in
 - Corporate Address: Vittal Mallya Road, Bangalore, Karnataka 560001
 - Contact: +91-80-4113-7999
 - Email: contact@99games.in
- **Gametion Technologies (Ludo King)**
 - Website: www.gametion.com
 - Corporate Address: Mumbai, Maharashtra Contact: Via
 - website contact form
 - Email: contact@gametion.com
- **SuperGaming**
 - Website: www.supergaming.com
 - Corporate Address: Pune, Maharashtra
 - Contact: Via website
 - Email: hello@supergaming.com

Distribution Platforms & Services:

- **Google India (Play Store)**
 - Website: play.google.com/store
 - Corporate Address: Signature Tower, Millennium City, Gurgaon 122002
 - Contact: +91-124-451-1100
 - Support: Through Google Play Developer Support
- **Apple India (App Store)**
 - Website: www.apple.com/in
 - Corporate Address: Concorde Tower, UB City Mall, Bangalore 560027
 - Contact: +91-80-4874-0600 Developer
 - Support: Through Apple Developer Program

- **Samsung India (Galaxy Store)**
 - Website: www.samsung.com/in
 - Corporate Address: Samsung Plaza, New Delhi 110025
 - Contact: +91-124-4624-624
 - Email: developer support through official channels
- **Steam (Valve India Operations)**
 - Website: store.steampowered.com
 - India Support: Through global support systems
 - Contact: Via Steam support system
- **Epic Games Store India**
 - Website: www.epicgames.com/store
 - India Operations: Through regional support Developer
 - Contact: Through Epic Games Developer portal



**DEPARTMENT OF
INTERNATIONAL TRADE PROMOTION**
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